



RICHARD D. IRWIN, INC.
1818 RIDGE ROAD
HOMEWOOD, ILL. 60430

RETURN POSTAGE GUARANTEED

BULK RATE
U. S. POSTAGE
PAID
CHICAGO, ILL.
Permit No. 3049

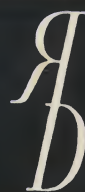
34-787-571
PROF THEODORE H NELSON
DEPT OF SOCIOLOGY
VASSAR COLLEGE
POUGHKEEPSIE NY

12601

1971

BOOKS

**in business
and economics**



INTRODUCTION

In offering this 1971 college catalog we would like to express again our devotion to publishing policies to which our many friends in the academic world have given approval and support through their much appreciated comment upon, and use of, Irwin books. Basic to this policy is specialization in the fields of business administration and economics; a quality list kept up to date by frequent revision; recognition of the case method of instruction, of the importance of quantitative techniques, and of the concepts and methods of the behavioral sciences in business; the provision of unusually helpful teaching aids; and the maintenance of the highest standards of manufacture.

Irwin-Dorsey Limited

In the fall of 1967, a Canadian subsidiary, Irwin-Dorsey Limited was established with home offices in Georgetown, Ontario. Canadians may request examination copies of the books described in this catalog by writing directly to Irwin-Dorsey Limited, 265 Guelph Street, Georgetown, Ontario.

Learning Systems Company

A new Irwin Division, Learning Systems Company, was formed in 1970 to publish, initially, a series of *Programmed Learning Aids*, or PLAIDS. The PLAID Series consists of paperbound booklets, 8½" x 10" in size, containing programmed instructional material for self-study and review in the areas of business, economics, the social sciences, and other basic subject areas. PLAIDS appropriate to the areas of interest covered in this catalog are described therein. PLAIDS may be assigned as required supplementary reading or as recommended learning aids to be purchased by students through campus bookstores.

★ *Symbol indicates new books or revisions published in 1971.*

1971



BOOKS

RICHARD D. IRWIN, INC.

Homewood, Illinois 60430

312-798-6000

312-INTEROCEAN 8-9200 (Chicago)

In Canada:

Irwin-Dorsey Limited

265 Guelph Street

Georgetown, Ontario

416-877-5271

	Page
Accounting	3
Business Communication	16
Business Law	19
Business Mathematics	20
Computer Science and Information Processing	25
Economics	31
Finance	52
Insurance	61
Management: Administration and Organizational Behavior	70
Management and Management Science	75
Marketing	98
Real Estate	113
Statistics	114
Transportation	117
Index of Paperbacks	120
Index of Plaids	122
Complete Index and Price List	123

SERIES

THE WILLARD J. GRAHAM SERIES IN ACCOUNTING

Consulting Editor: *Robert N. Anthony*, Harvard University

THE IRWIN SERIES IN ECONOMICS

Consulting Editor: *Lloyd G. Reynolds*, Yale University

THE IRWIN SERIES IN INSURANCE AND ECONOMIC SECURITY

Consulting Editor: *Davis W. Gregg*, The American College of Life Underwriters

THE IRWIN SERIES IN MANAGEMENT

Consulting Editor: *John F. Mee*, Indiana University

THE IRWIN SERIES IN QUANTITATIVE ANALYSIS FOR BUSINESS

Consulting Editor: *Robert B. Fetter*, Yale University

THE IRWIN-DORSEY SERIES IN BEHAVIORAL SCIENCE

Consulting Editor: *John F. Mee*, Indiana University

THE IRWIN SERIES IN FINANCE

Editorial Committee: *Myron J. Gordon*, University of Toronto, and *Robert W. Johnson*, Purdue University

THE IRWIN-DORSEY SERIES IN INFORMATION PROCESSING

Editorial Committee: *Robert B. Fetter* and *Richard L. Van Horn*, Carnegie-Mellon University

In addition to the various Irwin series we are publishers for the American Economic Association, the Institute of Chartered Financial Analysts, The American Marketing Association, the S. S. Huebner Foundation for Insurance Education and the Pension Research Council, Wharton School of Finance and Commerce, University of Pennsylvania. We have also been selected to publish certain volumes for The Life Office Management Association.

Please consult the table of contents for books listed by category. A complete index of all Irwin publications is provided at the back of this catalog.

FUNDAMENTAL ACCOUNTING PRINCIPLES, Fifth Edition

By *WILLIAM V. WHITE*, University of Pennsylvania

This Fifth Edition of *Principles*, like the previous editions, offers both a theoretical and practical approach to accounting data and to use such data effectively in the needs of students in their career as well as students as a tool in other fields carrying out their professional

The Fifth Edition has been condensed in several chapters and some chapters and instructional efficiency. Many chapter sections have been condensed to allow for more subjects as interrelated processing, and state materials on consolidating theory, and the accounting data. A new also has been included programmed printouts. Excellent problem sets. 840 pp./1969

1. Introduction through recording Transactions
Preparing the State
counts, the Work Sheet
5. Accounting for a Manufacturing Purchases and
7. Special Journals and
ing Revenues and Expenses
Controlling Cash. 10.
11. Inventories and Cost
for Fixed Assets and
Accounting. 14. Pay
Systems: Manual, Mechanization
Accounting, and Operation. 18.

ACCOUNTING

FUNDAMENTAL ACCOUNTING
PRINCIPLES, Fifth Edition

By WILLIAM W. PYLE and JOHN ARCH
WHITE, *University of Texas*

This Fifth Edition of *Fundamental Accounting Principles*, like the widely adopted preceding editions, offers both an understanding of how accounting data are accumulated and the ability to use such data effectively. Thus, it meets the needs of students who will make accountancy a career as well as students who will use accounting as a tool in other fields of specialization or in carrying out their personal affairs.

The Fifth Edition has been reorganized, rewritten, condensed in some areas, and expanded in others. Several chapters were combined and some chapters and topics were shifted to improve instructional efficiency. The theory chapter and many chapter sections were completely rewritten. Discussions of purely procedural matters were condensed to allow for the expansion of such subjects as internal control, electronic data processing, and standard costs as well as for new materials on consolidated statements, accounting theory, and the uses and limitations of accounting data. A new computer practice case also has been included (Chapter 15). The programmed printout is in the *Solutions Manual*. Excellent problem material follows each chapter. 840 pp./1969

1. Introduction through the Accounting Equation. 2. Recording Transactions. 3. Adjusting the Accounts and Preparing the Statements. 4. Balance Column Accounts, the Work Sheet, and Clearing the Accounts. 5. Accounting for a Merchandising Business. 6. Controlling Purchases and Sales with Business Papers. 7. Special Journals and Subsidiary Ledgers. 8. Matching Revenues and Expenses. 9. Internal Control and Controlling Cash. 10. Accounting for Notes and Interest. 11. Inventories and Cost of Goods Sold. 12. Accounting for Fixed Assets and Depreciation. 13. Manufacturing Accounting. 14. Payroll Accounting. 15. Accounting Systems: Manual, Mechanical, and Electronic. 16. Partnership Accounting. 17. Corporations: Organization and Operation. 18. Corporations: Additional Stock

Transactions. 19. Corporations: Retained Earnings and Consolidations. 20. Long-Term Liabilities. 21. Accounting Principles: Accounting for Investments. 22. Analyzing and Interpreting Financial Statements. 23. Flow of Funds; Flow of Cash. 24. Departmentalization and Control. 25. Management's Use of Accounting Data. 26. Budgets and Budgeting. 27. Job Order Cost Accounting. 28. Process Cost Accounting; Standard Costs. 29. Tax Considerations in Business Decision.

TEACHING AIDS to accompany *Fundamental Accounting Principles*, Fifth Edition

PROFESSIONALLY MANUFACTURED TRANSPARENCIES from the *Solutions Manual*; select answers for any of 367 regular or alternate problems in the text. (Free to adopters)

LOOSELEAF SOLUTIONS MANUALS for Text and Achievement Tests cover discussion questions, exercises, and problems in the text plus Achievement Tests. (Free to adopters)

TWO BOOKS OF WORK PAPERS for regular and alternate problems at chapter end.

TWO PRACTICE SETS show the application of basic principles to actual accounting practice; one set is for a retail-wholesale operation, the other for manufacturing.

SOLUTIONS MANUAL FOR PRACTICE SETS will minimize grading time. (Free to adopters)

ACHIEVEMENT TESTS "A" AND "B" for chapter or unit examinations. (Free to adopters)

WORKBOOK OF STUDY GUIDES (INCLUDING SOLUTIONS) covers each chapter with completion, multiple choice, true-false, and other short answer questions and problems.

CHECK FIGURES with final answers to text problems, can be mounted in book. (Free of charge)

ACCOUNTING

ACCOUNTING: A Programmed Text, Revised Edition

By JAMES DON EDWARDS, *Michigan State University*, ROGER H. HERMANSON, *University of Maryland*, and R. F. SALMONSON, *Michigan State University*

This Revised Edition continues the format pioneered so successfully in its predecessor as a complete elementary accounting text in programmed form. The authors have introduced new material where necessary, deleted material whose relative significance has declined, rearranged material so as to enable the student to achieve a better understanding with less effort, and placed increased emphasis upon what the accountant does and why and upon the uses of accounting information. Specific changes include: 1) inclusion of new material on the financial reporting of earnings; 2) a new chapter on accounting systems employing electro-mechanical and electronic equipment; 3) expansion of the income taxes where timing differences exist between taxable income and pretax earnings; 5) revision and reorganization of the material relating to the accounting and business aspects of merchandising operations into two chapters instead of one as in the prior edition; 6) 14 chapters in each volume instead of 15 as previously.

For each chapter in each volume, there are 1) questions and exercises, 2) two sets of problems, 3) a chapter summary, 4) glossary of terms, 5) an index of contents, and 6) list of illustrations. In addition, a student review of questions, exercises, and problems along with answers and explanations is provided at the end of each volume; and a set of cases designed to stress the need for care in interpreting and selecting accounting information for decision making is provided in an appendix to Volume II. *Volume I/745 pp./1970 Volume II/814 pp./1970*

TEACHING AIDS to accompany *Accounting: A Programmed Text, Revised Edition*

INSTRUCTOR'S MANUALS. Separate Manual for each volume, containing answers to the text questions, exercises, and problems along with other helpful material. Printed in 8½" x 11" format with gothic type for ease in preparing transparencies. Three-hole punched; perforated pages. Free to adopters.

STUDY GUIDE AND REVIEW MANUAL. Separate Manual for each volume. Provides additional reinforcement of knowledge obtained from the text. Helpful to student in his first contact with material and in review for examination.

WORK PAPERS. Two books of Work Papers for use in solving the problems at the end of each chapter, both Series A and Series B. Some pages partially completed to save student time, thus discussion of fund flows; 4) inclusion of discussion of the controversial problem of allocation of maximizing learning opportunity.

MINI-PRACTICE CASE. For instructors who wish to have their students work through the complete accounting process from initial recording of transactions to preparation of the financial statements. Can be completed in less than 5 hours.

SOLUTIONS MANUAL FOR MINI-PRACTICE CASE. Provides solutions to the *Mini-Practice Case*. Pages perforated for easy removal; printed in gothic type for ease in preparing transparencies. Free to adopters.

CHECK FIGURES. A Check list of key figures in answers to text problems. Provides student key figure against which he can compare his own solution. Available in quantity to adopters for distribution to students.

MANAGEMENT and Cases, Fourth

By ROBERT I.
of Business
University

To teach accounting, this text and accounting principles comprise the bulk of the cases describe the which will provide effective classroom session text emphasizing

The first 10 chapters of financial accounting. D accounting have chapters on a core has been possible individual rules are into a package with student to understandments of the Accounting Association have completely up to date has been rewritten material covers acquisitions.

Chapter 12, on Financial rewritten completely have been compared for more attention has thereby space is used "budgeting."

There is a new processing and it accounting, in line the field.

Approximately 25 new.

Prepared to accompany *Accounting Problems* of Bentley Professor Anthony practice and strategy basic accounting the text and the book 817 pp./1970

MANAGEMENT ACCOUNTING: Text and Cases, Fourth Edition

By ROBERT N. ANTHONY, *Graduate School of Business Administration, Harvard University*

To teach accounting from the viewpoint of management, this text covers all of the important accounting principles but without the details that comprise the bulk of typical accounting texts. The cases describe real problems, the discussion of which will provide more interesting and informative classroom sessions than is possible with a text emphasizing mechanics and techniques.

The first 10 chapters of the text deal with financial accounting. Development of basic concepts in accounting have made it possible to build these chapters on a conceptual foundation more than has been possible in the past. This allows the individual rules and principles to be tied together into a package which will make it easier for the student to understand them. All pronouncements of the Accounting Principles Board and the recent statement of the American Accounting Association have been incorporated, so the text is completely up to date. A good deal of the material has been rewritten simply to improve clarity. New material covers such topics as mergers and acquisitions.

Chapter 12, on Funds Flow Statements, has been rewritten completely. Chapters 13 through 17 have been completely reorganized, and rearranged for more ease in teaching. Some duplication has thereby been eliminated and the added space is used to expand such topics as "budgeting."

There is a new chapter on automatic data processing and its implications for management accounting, in line with current development in the field.

Approximately 25% of the cases are revised or new.

Prepared to accompany this text is a booklet *Accounting Problems and Cases* by John M. Sinclair of Bentley College, John Dearden and Professor Anthony. It gives the beginning student practice and straight drill in the application of basic accounting principles. Teachers' Guides to the text and the booklet are available to adopters. 817 pp./1970

I. The Accounting Structure. II. Using Information on Financial Statements. III. Accounting in Management Control. IV. Accounting in Business Decisions.

MANAGEMENT ACCOUNTING PRINCIPLES, Revised Edition

By ROBERT N. ANTHONY, *Graduate School of Business Administration, Harvard University*

Management Accounting Principles is a text approach to the study of accounting; it is based on the Fourth Edition of Anthony's *Management Accounting: Text and Cases*. This book discusses accounting from the viewpoint of the manager who is interested in the uses of accounting information as contrasted with the viewpoint of the accountant who is responsible for collecting and reporting such information.

This edition is completely up to date, including the latest pronouncements of the AAA and Accounting Principles Board. Material has been rewritten or reorganized for clarity, to eliminate duplication, and expand some topics. A new chapter covers automatic data processing.

In college use, *Management Accounting Principles* can be supplemented with *Accounting Problems and Cases*, Third Edition, by John M. Sinclair of Bentley College, John Dearden, and Robert N. Anthony; a booklet for practice and straight drill in the application of basic accounting principles. 506 pp./1970

1. Introduction. I. THE ACCOUNTING STRUCTURE.
2. Basic Accounting Concepts: The Balance Sheet.
3. Basic Accounting Concepts: The Income Statement.
4. Accounting Records and Systems. 5. Further Aspects of Income Measurement. 6. Fixed Assets and Depreciation. 7. Income Measurement in Manufacturing Companies. 8. Long-Term Equities. 9. The Price Level Problem.
- II. USING INFORMATION ON FINANCIAL STATEMENTS. 10. Understanding Financial Statements. 11. Financial Statement Analysis. 12. Funds Flow Analysis.
- III. ACCOUNTING IN MANAGEMENT CONTROL. 13. Essentials of Cost Accounting. 14. The Management Control Process. 15. Characteristics of Cost. 16. Budgeting. 17. The Analysis of Performance.
- IV. ACCOUNTING IN BUSINESS DECISIONS. 18. Deciding among Alternative Courses of Action. 19. Planning Capital Acquisitions. 20. Automated Data Processing.

ACCOUNTING

ACCOUNTING: A Management Approach, Fourth Edition

By MYRON J. GORDON, *University of Toronto*, and GORDON SHILLINGLAW, *Columbia University*

This volume provides a working knowledge of accounting, both as a systematic approach to evaluation of the overall performance and status of the business firm and as an aid to management in making decisions, planning future activities, and maintaining operational control. Its perspective is that of the business administrator, the principal user of accounting data, rather than that of the accountant. Solutions Manual. 878 pp./1969

PART I. 1. Accounting and Business Enterprise. 2. Basic Elements of Accounting Method. 3. Further Analysis of Business Transactions. 4. Accrual Accounting and Manufacturing Operations. 5. The Recognition of Revenue and Expense. 6. Financial Statement Preparation. 7. Processing Accounting Data. 8. Introduction to Financial Statement Analysis. PART II. 9. Cost and Value. 10. Acquisition Cost: Asset Versus Expense. 11. Long-Lived Assets: Depreciation and Book Value. 12. Inventory Costing and Price Level Changes. 13. Liabilities. 14. The Shareholders' Equity. 15. Corporate Investments in Securities. 16. Analysis of Funds Flow. PART III. 17. Managerial Accounting and Product Costing. 18. Factory Overhead Measurement Problems. 19. Accounting Data for Executive Decisions. 20. The Capital Investment Decision. 21. Standard Costing for Factory Cost Control. 22. Control of Factory Overhead Costs. 23. Budgetary Planning and Control. Appendixes.

★ACTIVITY COSTING AND INPUT-OUTPUT ACCOUNTING

By GEORGE J. STAUBUS, *University of California, Berkeley*

Most accounting systems fail to develop unit costs of using various resources that are routinely used in the entity and of doing things that are common activities of the entity. This text fills the need for this type of cost accounting information by dealing with the meaning of cost; identification of relevant objects of costing, i.e., the object in the phrase "cost of. . ."; the potential uses of cost data in late-twentieth-century style management; the distinction between the cost of acquiring and the cost of using a commodity; accounting for the cost of capital; and the distinction between scarce and plentiful resources. These matters are dealt with jointly and severally in

developing a standard unit cost concept in Chapter 6 and an activity input-output costing system in Chapter 8. Designed for advanced accounting students and working accountants seeking ways of improving their management information systems. 158 pp./Paperbound/1971

1. Costs and Costing. 2. Fundamentals of Activity Accounting. 3. Acquisition Activities. 4. Costs of Holding Assets. 5. Costing the Services of Plant Assets. 6. Incremental Costing. 7. Receipt Accounting for Postrevenue Activities. 8. The Activity Input-Output Costing System. 9. Control of Activity Inputs and Outputs. 10. Myths and Principles.

MANAGEMENT INFORMATION: A Quantitative Accent

By THOMAS H. WILLIAMS and CHARLES H. GRIFFIN, *both of the University of Texas*

This volume contains 55 articles in ten categories, each of which accents a basic type of mathematical application to the solution of accounting and/or business problems. It does not confine itself to the accounting discipline but exposes some of the refinements in mathematical analysis useful in marketing, production scheduling, and other functional areas. The underlying objective in the selection process has been to provide an introduction to the various types of quantitative analyses in their application to relevant business problems. The book has basic or supplementary text use in graduate and advanced undergraduate courses in information systems or business and public policy. 725 pp./1967

INTERMEDIATE ACCOUNTING, Revised Edition

By GLENN A. WELSCH, CHARLES T. ZLATKOVICH, and JOHN ARCH WHITE, *all of the University of Texas*

Designed for students who have completed two semesters or quarters of accounting principles, this text is structured for a two-semester presentation, though it is flexible enough to adapt to other formats. Theory is emphasized throughout. Students learn the "whys" of a procedure as well as how to select and accomplish it. This revision provides the latest pronouncements of AICPA and AAA; discussions, illustrations, and exercises to facilitate study and understanding; new chapters on leases, consignment, and installment sales. Ninety percent of the problems also have

been revised, as has accounting theory. Solutions Manual. 500 pp./1971. A booklet available to all

1. The Foundations of Accounting Process. 2. Balance Sheet. 3. The Profit and Retained Earnings Statement. 4. The Income Statement. 5. General Problems. 6. Inventory Procedures. 7. Inventory. 8. Tangible Fixed Asset Retirement. 9. Tangible Depletion, and Restatement. 10. Deferred Charges. 11. Temporary Investment. 12. Term Investment in Stocks. 13. Liabilities. 14. Corporate Formation. 15. Corporate Formation. 16. Corporate Formation. 17. Corporate Formation. 18. Corporations—Approach. 19. Quasi-Reorganization. 20. Applications. 21. Accrual Purpose Funds. 22. Income Correction. 23. Some Determination. 24. Penalties. 25. Statements and Financial Variations in Income. 26. Fund Flow Analysis. 27. Fund Flow Analysis. 28. Accounting for Corporate Sales.

★ADVANCED ACCOUNTING, Edition

By CHARLES H. WILLIAMS, and KERMIT L. UNIVERSITY OF TEXAS

This Revised Edition of the text provides a flexible organization that maximizes the instructional value of the subject matter. It includes a significant increase in the number of problems provided and a list of study questions. It is an independent unit of study that provides a rounded analysis of the subject matter, related with mergers, acquisitions, and interpretation of the results. The following penetrating and expanded statement of the subject matter provides each instructor flexibility in the topical area. A new analysis of the issues of international operation of the unit relates accounting reflects the changes of the National Corporation.

been revised, as has the chapter reviewing accounting theory. Solutions Manual includes detailed answers for discussion problems. Exam booklet available to adopters. 1058 pp./1968

1. The Foundations of Accounting Theory. 2. The Accounting Process. 3. The Reporting Process—The Balance Sheet. 4. The Reporting Process—The Income and Retained Earnings Statements. 5. Inventories—General Problems. 6. Inventories—Flow and Matching Procedures. 7. Inventories—Estimating Procedures. 8. Tangible Fixed Assets—Acquisition, Utilization, and Retirement. 9. Tangible Fixed Assets—Depreciation, Depletion, and Rostatement. 10. Intangible Fixed Assets; Deferred Charges; Insurance. 11. Cash and Temporary Investments. 12. Receivables. 13. Long-Term Investment in Stocks. 14. Current and Contingent Liabilities. 15. Corporations—Contributed Capital, at Formation. 16. Corporations—Contributed Capital, after Formation. 17. Corporations—Retained Earnings. 18. Corporations—Appropriations of Retained Earnings, Quasi-Reorganization. 19. Mathematical Principles and Applications. 20. Accounting for Bonds. 21. Special Purpose Funds. 22. Incomplete Records and Error Correction. 23. Some Special Problems of Income Determination. 24. Pensions and Leases. 25. Comparative Statements and Ratio Analyses. 26. Analysis of Variations in Income, Gross Margins, and Cost. 27. Fund Flow Analysis—Working Capital and Cash. 28. Accounting for Consignments. 29. Installment Sales.

★ADVANCED ACCOUNTING, Revised Edition

By CHARLES H. GRIFFIN, THOMAS H. WILLIAMS, and KERMIT D. LARSON, *all of the University of Texas*

This Revised Edition is distinguished by a more flexible organization of material, designed to maximize the instructor's freedom in selecting the subject matter to be covered. There is a significant increase in the number and variety of problems provided at the end of each chapter, and a list of study questions is included. A new, independent unit of six chapters provides a rounded analysis of the accounting issues associated with mergers, acquisitions, and the preparation and interpretation of financial reports in respect to the resultant combined corporate entities. The following unit provides a more penetrating and expanded treatment of consolidated statement preparation, thereby allowing each instructor flexibility in his treatment of this topical area. A new chapter provides a thorough analysis of the issues involved in accounting for international operations. A comprehensive revision of the unit related to institutional and social accounting reflects the recent recommendations of the National Committee on Governmental

Accounting and the President's Commission on Budget Concepts. Solutions Manual. About 900 pp./1971

I. PROLOGUE. 1. Accounting Measurement. II. QUANTITATIVE ACCOUNTING ANALYSES. 2. Mathematical Models in Accounting. 3. Matrix Applications and Linear Programming. 4. Statistical and Probabilistic Applications in Accounting. III. ACCOUNTING FOR PARTNERSHIPS. 5. Formation and Operation of Partnerships. 6. Legal Dissolution: Realignment of Ownership Structure. 7. Partnership Dissolution and Liquidation. IV. ACCOUNTING FOR COMBINED CORPORATE ENTITIES. 8. Mergers and Acquisitions-I. 9. Mergers and Acquisitions-II. 10. Consolidated Financial Reports—Date of Acquisition. 11. Consolidated Financial Reports—Post-acquisition. 12. Consolidated Financial Reports—Equity Method; Differentials. 13. Financial Reports for Corporate Combinations—Interpretive Problems; Segmental Reports. V. CONSOLIDATED STATEMENTS: AN EXPANDED ANALYSIS. 14. Consolidated Statements—Special Dividend Distributions; Multilevel Affiliations. 15. Consolidated Statements—Intercompany Profit. 16. Consolidated Statements—Preference Interests. 17. Consolidated Statements—Changes in Parent Company's Equity. 18. Consolidated Statements—Reciprocal Stockholdings. 19. Consolidated Statements—Miscellaneous; Branch Accounting. 20. Accounting for International Operations. VI. FIDUCIARY ACCOUNTING. 21. Corporate Liquidation and Reorganization. 22. Accounting for Estates and Trusts. VII. INSTITUTIONAL AND SOCIAL ACCOUNTING. 23. Principles of Governmental Accounting. 24. National Income Accounting-I. 25. National Income Accounting-II. VIII. SPECIAL SALES CONTRACTS. 26. Accounting for Consignments. 27. Accounting for Installment Sales.

BASIC AUDITING PRINCIPLES, Third Edition

By ARTHUR W. HOLMES, *University of Cincinnati*

Basic Auditing Principles fulfills the requirements of educational institutions offering a short course in auditing. Professor Holmes develops the *philosophy* along with the *concept* that auditing is an independent intellectual discipline. Because evidence is the basis for any audit conclusion, the book emphasizes the importance of evidence.

The plan of the book is to set forth the objectives of an audit and the examination objective of each area of an audit. The underlying plan of each chapter is to present audit objectives, properly applicable internal control features, audit principles, standards, and procedures applicable to materials under examination. Each chapter concludes with financial statement considerations for proper and adequate disclosure in reporting, in accordance with modern concepts of financial reporting. Realistically reproduced audit work

ACCOUNTING

papers appear throughout the book. Solutions Manual available.

Auxiliary materials that may be used with *Basic Auditing Principles* include: *Audit Problem: Metalcraft, Incorporated* (a fifteen-hour practice problem) and the *Holmes and Moore Audit Case, Seventh Edition*. 390 pp./1966

AUDIT PROBLEM: Metalcraft, Inc., Fifth Edition

By ARTHUR W. HOLMES and DALE L. KIEFER, both of the University of Cincinnati

This audit problem is designed to provide practice in the performance of an audit. The assignments parallel the presentation of material in Holmes' *Auditing*. In this revision the principal changes involve more emphasis upon strictly audit procedures and the reduction in student working hours. Solutions Manual. 1970

HOLMES AND MOORE AUDIT CASE, Seventh Edition

By ARTHUR W. HOLMES, University of Cincinnati, and FRANCIS E. MOORE

This Seventh Edition is totally modernized, more competitive, simpler to handle and prepare, and student work time has been reduced by as much as 20-22 hours. A separate section composed of realistic audit work papers has been included and, also new to this edition, is an addendum which contains many items for use in the 1968 audit. The number of entries has been reduced, more reference is made to the use of a computer, and the newly recognized Statement of Sources and Application of Funds is included in the Audit Report. Many more changes have been made and all material has been revised to reflect the most current accounting and auditing practices. Instructor's Guide. 1970

I. Introduction and Instructions. II. Audit Report. III. Records of Original Entry. IV. Papers and Miscellaneous Data. V. Ledgers. VI. Illustrative Audit Papers (optional). Addendum—Work Papers for 1968 Audit.

★AUDITING: Principles and Procedure, Seventh Edition

By ARTHUR W. HOLMES and WAYNE S. OVERMYER, both of the University of Cincinnati

One of the best known and most popular texts in the auditing field, *Auditing: Principles and Procedure* has been thoroughly revised and updated in this new Seventh Edition. New material has been added in a number of areas where appropriate and other important material has been expanded. Current AICPA pronouncements are incorporated and there is increased emphasis on the use of computers in auditing. As before, a wealth of problems is included, with solution time shortened without dilution of quality. Solutions Manual available to adopters. 939 pp./1971

1. Auditing Concepts. 2. Short-Form Reports. Staff Organization. 3. Professional Ethics and Legal Responsibilities. 4. Internal Control: Manual Systems. Fraud. 5. Internal Control: Electronic Systems. 6. Internal Auditing. 7. Starting an Audit. 8. Audit Programs and Audit Work Papers. 9. Statistical Sampling. 10. Examination of Evidence and Original Records: Manual Systems. 11. Examination of Evidence and Records: Electronic Systems. 12. Cash and Cash Transactions. 13. Accounts Receivable, Related Revenues, and Credit Losses. 14. Notes and Acceptances Receivable and Related Revenues. 15. Inventories and Cost of Sales. 16. Inventories and Cost of Sales (concluded). 17. Investments and Related Revenues. 18. Prepaid Expenses, Deferred Charges, and Matching Expenses. 19. Fixed Tangible Assets and Related Expenses. 20. Fixed Tangible Assets and Related Expenses (concluded). 21. Intangible Assets. 22. Current Liabilities with Related and Nonrelated Costs and Expenses. 23. Current Liabilities with Related and Nonrelated Costs and Expenses (concluded). 24. Long-Term Liabilities. 25. Owners' Equities. 26. Owners' Equities (concluded). 27. Closing an Audit. Post-Statement Disclosures. Financial Statements. 28. Audit Reports. 29. Management Advisory Services.

PRINCIPLES OF AUDITING, Fourth Edition

By WALTER B. MEIGS and E. JOHN LARSEN, both of the University of Southern California

Among the most comprehensive basic texts in its field, this volume describes all of the significant innovations in procedure. Changes in the Fourth Edition are extensive: 1. Greatly expanded coverage of the audit of EDP systems. The three specialized chapters are placed at the end, so that the instructor who does not wish to go into these topics will have a coherent and complete course in Chapters 1-20. 2. All working paper illustrations have been revised with emphasis on the grouping sheet approach. 3. A new section on the CPA as expert witness has been included in Chapter 3. 4. All the many Accounting Principles Board Opinions and Statements on Auditing Procedures issued by the American Institute of CPAs are incorporated where appropriate. 5. Problems of reporting for conglomerates are

covered for the first time. Tested questions and answers. 874 pp./1969

1. The Role of the Auditor. 2. Professional Ethics. 3. Internal Control: How Much? 4. Internal Control: How Much? 5. Audit Work Papers. 6. Audit Work Papers: Examination of Original Records. 7. Audit Work Papers: Examination of Original Records. 8. Audit Work Papers: Examination of Original Records. 9. Audit Work Papers: Examination of Original Records. 10. Accounts Receivable. 11. Inventory and Equipment: Depreciation. 12. Prepaid Expenses, Deferred Charges, and Matching Expenses. 13. Fixed Tangible Assets. 14. Notes Payable and Other Current Liabilities. 15. Notes Payable and Other Current Liabilities. 16. Owners' Equities. 17. Owners' Equities. 18. Owners' Equities. 19. Financial Statements. 20. Financial Statements. 21. The Audit of Electronic Data Processing. 22. Statistical Sampling.

AUDITING: The Examination of Financial Statements

By ROBERT L. HARRIS, Houston, and B. L. BOSWELL, and H. L. HARRIS

Designed specifically for use in auditing, this text emphasizes the principles of the examination of financial statements by independent auditors. Emphasis is placed on the procedures followed in the examination of financial statements. The text is written in a framework of overall concepts, given to the interrelated audit captions. Problems are taken from those prepared by the author and used with any standard auditing text and is ideally suited for basic auditing. Instructor's Guide. 1965

1. The Nature and Purpose of Auditing. 2. Internal Control. 3. Internal Control: Approach. 4. Internal Control: Approach. 5. Audit Organization. 6. Audit Organization. 7. Audit Organization. 8. Inventory and Gross Fixed Assets. 9. Current Liabilities. 10. Current Liabilities. 11. Long-Term Liabilities. 12. Operations. 13. Operations. 14. Special Reporting. 15. Electronic Data Processing.

covered for the first time. 6. Many new class-tested questions and problems. Solutions Manual. 874 pp./1969

1. The Role of the Auditor in the American Economy.
2. Professional Ethics.
3. The Public Accounting Profession.
4. Internal Control.
5. Evidence—What Kind and How Much?
6. Audit Working Papers.
7. Beginning the Audit: Examination of General Records.
8. Cash.
9. Securities and Other Investments, and Investment Revenue.
10. Accounts Receivable and Sales Transactions; Notes Receivable.
11. Inventories.
12. Property, Plant, and Equipment: Depreciation and Depletion.
13. Prepaid Expenses, Deferred Charges, and Intangible Assets.
14. Notes Payable and Interest Expense; Contingent Liabilities and Commitments.
15. Accounts Payable and Other Current Liabilities.
16. Long-Term Liabilities.
17. Owners' Equity.
18. Further Verification of Revenues.
19. Further Verification of Costs and Expenses.
20. Financial Statements and Audit Reports.
21. The Audit of Electronic Data Processing Systems.
22. Statistical Sampling.
23. Internal Auditing.

AUDITING: The Examination of Financial Statements

By ROBERT L. GRINAKER, *University of Houston*, and BEN B. BARR, *Barr, Howard, Boswell, and Holck*

Designed specifically for an introductory course in auditing, this text deals with the fundamental principles of the examination of financial statements by independent C.P.A.'s. Auditing objectives are emphasized throughout. An attempt has been made to give the underlying reasons for the procedures followed and to place them in the framework of overall objectives. Emphasis also is given to the interrelationship among the various audit captions. Problems are balanced between those taken from the C.P.A. examinations and those prepared by the authors. The text may be used with any standard auditing practice case and is ideally suited for one-semester courses in basic auditing. Instructor's Manual. 550 pp./1965

1. The Nature and Purpose of Auditing.
2. The Audit Report.
3. Internal Control.
4. Auditing—A Basic Approach.
5. Audit Organization and Work Papers.
6. Cash in Banks and on Hand.
7. Receivables and Investments.
8. Inventory and Gross Profit.
9. Prepaid Expenses and Fixed Assets.
10. Current, Estimated, and Contingent Liabilities.
11. Long-Term Debt and Owners' Equity.
12. Operations.
13. Other Auditing Considerations.
14. Special Reporting Problems.
15. The Auditor and Electronic Data Processing Systems.

SHORT AUDIT CASE: The Valley Publishing Company, Revised Edition

By BEN B. BARR and ROBERT L. GRINAKER

Short but comprehensive, this Revised Edition illustrates the essential principles of audit field work. It requires approximately 25 hours of working time so that roughly one-third of the semester's problem assignments may be devoted to the case. The case includes a complete set of working papers resulting from the prior year's audit to serve as a guide, while new and challenging problems are presented to the student for the current year. Normal activities are covered, plus problems involved when the company transferred its operations from rented to owned facilities. Each assignment contains a brief summary of the authors' objectives relative to the particular caption of work. Loose-leaf format. Instructor's Manual. 1970

AUDIT PRACTICE CASE: Midwestern Products, Inc.

By ROBERT L. GRINAKER and BEN B. BARR

Included in this case are all of the materials an auditor would normally use in performing the field work for an audit and in preparing the final auditing report. It is divided into three booklets. Book I contains the permanent file and the audit working papers; Book II, the client's books of account and selected business papers; and Book III, instructions and current working paper materials. This case requires only about fifty hours, and has supplementary value in any basic auditing course using any of the leading basic texts. Solutions Manual. 1967

THE COMPUTER—AN ACCOUNTING TOOL

(see p. 28)

By GERALD WOHL and HEINZ JAUCH, *both of Pace College*

100 pp./8½" x 11", Paperbound/1965

CASE STUDIES OF BUSINESS DATA PROCESSING SYSTEMS, Revised Edition

(see p. 27)

By GERALD WOHL and MICHAEL D'ANGELICO, *Bankers Trust Company, New York*

161 pp./8½" x 11", Paperbound/1970

ACCOUNTING

THE USE OF GENERALIZED "PACKAGED" COMPUTER PROGRAMS

By GERALD WOHL

(see p. 28)

224 pp./8½" x 11", Paperbound/1967

INFORMATION PROCESSING SIMULATION MODEL

By THOMAS H. WILLIAMS, *The University of Texas*, JAMES WESLEY DESKINS, *University of Illinois*, and J. STANLEY FUHRMANN, *The University of Texas* (see p. 28)

(see p. 28)

64 pp./Paperbound, 8½" x 11"/1968

ACCOUNTING CASE WITH COMPUTER ADAPTABILITY

By ARTHUR W. HOLMES, *University of Cincinnati*, ROBERT A. MEIER, *California State College at Fullerton*, and DONALD F. PABST, *Wright State University* (see p. 28)

(see p. 28)

67 pp./Paperbound, 8½" x 11"/1968

ACCOUNTING WITH THE COMPUTER: A Practice Case

(see p. 28)

By JOSEPH WYTHE WILKINSON, *Arizona State University*

Paperbound, 8½" x 11"/1969

CORPORATE PROFITS

By WILLIAM A. PATON, Professor Emeritus,
University of Michigan

This original book serves as an outstanding supplementary text in such courses as corporation accounting, income determination, general theory and others taught at the advanced undergraduate or graduate level. The author discusses in detail some modern accounting and economic beliefs and misconceptions in these fields. Emphasis is on the exposure of popular fallacies. 140 pp./1965

CONTEMPORARY CORPORATE ACCOUNTING AND THE PUBLIC

By DWIGHT R. LADD, *University of New Hampshire*

This unique book rests on two propositions: 1) that the large modern corporation has become a major repository of economic and social power,

power which must be used in the interests of society; and 2) that accounting is a principal means of communication about the affairs of corporations to those outside the corporations who are concerned with these affairs. 186 pp./ 1963

DIVISIONAL PERFORMANCE: Measurement and Control

By DAVID SOLOMONS, Wharton School of Finance and Commerce, University of Pennsylvania

This important new study focuses on the avoidance of conflict between divisional and corporate interests. Diverse subjects analyzed include devolution of authority, computer impact, accounting methods, the efficacy of ROI (Return on Investment), and budgets. Originally published in hardbound edition by The Financial Executives Institute. 319 pp./Paperbound/1968

STUDIES IN COST ANALYSIS, Second Edition

By DAVID SOLOMONS

A collection of articles which reflects the considerable changes in the theory and practice of cost analysis over the past fifteen years. Thirty-four articles are grouped into the categories of: Retrospect and Prospect, Concepts of Cost, Study of Cost Behaviour, Pricing and Marketing Decisions, Cost Control, and Accounting and Mathematical Programming. 579 pp./1968

★ ACCOUNTING MEASUREMENTS FOR FINANCIAL REPORTS

By WILLIAM J. VATTER, *University of California, Berkeley*

This is a basic text designed primarily for M.B.A. students who have not had previous accounting instruction. It is a direct approach to sophisticated understanding of financial reporting practices. There is a minimum of mechanics; the student is treated as one who is interested in why things are done rather than merely how data are recorded. Methods are described in terms of their theoretical basis rather than convention or authoritative pronouncements. Data processing is relegated to the accompanying manual, prepared by Denis Neilson of California State College, Hayward, which uses accounting problems and standard (library) computer programs to allow the student to see how certain variables—loan

term, compoundi
for example—affe
500 pp./1971

1. Measuring Business and Double Entry and Equities. 4. Chapter 5. The Credit System and Refinements in Measurement of Expenses. 11. The Statement of Financial Position. 13. Published for Price Changes.

★CORPORATE FIN
Text and Cases

By DAVID L.
Business Ad

This text provides a standing of the social reporting process, corporate financial annual reports, and how they influence our economic consequences. It depends on its accounting methods and important features of decision orientation. 3) text material is comprehensive; 4) text material is as well as materials have 400 students at *Corporate Finance* basic text for introduction to the graduate level accounting course. It is useful to corporate and those in the 550 pp./1971

1. The Accounting
mentals. 3. Analy
Role of the Certi
Measurement. 6.
Obligations. 8. Rep
for Foreign Operat

term, compounding period, and rates of interest, for example—affect the accounting results. *About 500 pp./1971*

1. Measuring Business Transactions. 2. Classification and Double Entry. 3. Timing of Transactions—Assets and Equities. 4. Chronological Records and Procedures. 5. The Credit System and Accrual Accounting. 6. Refinements in Measurement of Revenue. 7. Revenue and Receivables Adjustments. 8. Refinements in the Measurement of Expense. 9. Long Term Assets and Measurement of Income. 10. Financing Transactions. 11. The Statement of Funds. 12. Business Combinations. 13. Published Financial Reports. 14. Accounting for Price Changes. 15. Critique of Financial Accounting.

FINANCIAL STATEMENTS: Form, Analysis, and Interpretation, Fifth Edition

By the late RALPH DALE KENNEDY, and STEWART YARWOOD McMULLEN, *The American Group of C.P.A. Firms*

The most notable features of this Fifth Edition are: (1) the inclusion for the first time of the results of research by the American Institute of Certified Public Accountants on the form and content of current financial statements as published by 600 large corporations, and (2) reflection of the current discussion of generally accepted accounting principles and the work of the Accounting Principles Board. The principal purpose of this volume continues to be explanation of techniques to use in analyzing and interpreting the financial statements of industrial and commercial business enterprises, plus certain special industries. A revised set of questions and problems for course use appear in a supplementary paperbound volume banded to the text. *Solutions Manual. 743 pp./1968*

★CORPORATE FINANCIAL REPORTING: Text and Cases

By DAVID L. HAWKINS, *Graduate School of Business Administration, Harvard University*

This text provides the student with an understanding of the current state of corporate financial reporting practices; the ways in which the corporate financial statements published in annual reports, prospectus, and proxy statements influence our economic system; and the significant consequences of this data for the people who depend on its credibility. It is not a book on accounting methodology. There are a number of important features of this text: 1) case material is decision oriented; 2) the coverage is current; 3) text material can stand alone and is comprehensive; 4) text material is designed for introductory as well as advanced students; and 5) all materials have been tested in a course of over 400 students at the Harvard Business School. *Corporate Financial Reporting* may be used as a basic text for introductory accounting courses at the graduate level, as well as for advanced accounting courses at college level. It is also useful to corporate executives, financial analysts, and those in the investment community. *About 550 pp./1971*

1. The Accounting Environment. 2. Accounting Fundamentals. 3. Analysis of Financial Statements. 4. The Role of the Certified Public Accountant. 5. Revenue Measurement. 6. Cost Allocation Issues. 7. Long-Term Obligations. 8. Reporting Owner's Equity. 9. Accounting for Foreign Operations. 10. Financial Accounting Policy.

INFORMATION SYSTEMS FOR MANAGEMENT PLANNING AND CONTROL, Revised Edition

By THOMAS R. PRINCE, *Northwestern University*

This text focuses on the characteristics of the expanded managerial functions relating to the measurement, interpretation and use of economic data in large business organizations. The characteristics are determined through study of business situations from the perspective of the systems analyst. He is concerned with the decision making activities throughout the business firm: their identification, evaluation and modification, and integration of information flows into the information systems. The Revised Edition reflects changes in the systems analyst's functions in recent years. Flowcharts are included for purposes of clarifying the specific elements and interrelations in the five generalized models of information systems. Three new chapters (3, 13, and 14) have been added and two chapters (4 and 11) have been expanded extensively. *Teacher's Guide. 540 pp./1970*

- I. FOUNDATION AND OVERVIEW. 1. The Information Systems Approach. 2. Establishing a General Frame of Reference. 3. Using Systems for Planning and Control. 4. Applications to Business Organizations. II. TRADITIONAL INFORMATION SYSTEMS. 5. Responsibility Accounting Systems. 6. Profitability Accounting Sys-

ACCOUNTING

tems. 7. Critical Path Planning and Scheduling Information Systems. III. PRODUCTION AND OPERATION INFORMATION SYSTEMS. 8. Production Information Systems. 9. Inventory Management Information Systems. 10. Inventory Control Information Systems. IV. MARKETING INFORMATION SYSTEMS. 11. Marketing Management Information Systems. 12. Sales Analysis and Credit Control Information System. V. MOVEMENT TOWARD A TOTAL INFORMATION SYSTEM. 13. Advanced Information Systems. 14. Elements in Large-Scale Information Systems. 15. Evaluation and Design of Company Total Information Flows. VI. SPECIAL CONCERNS. 16. Internal Control and Audit of Advanced Systems. 17. Simulation and Management Information Systems. 18. The Systems Analyst and Organization.

MANAGEMENT CONTROL SYSTEMS: Cases and Readings

By ROBERT N. ANTHONY, JOHN DEARDEN, and RICHARD F. VANCIL, *all of the Graduate School of Business Administration, Harvard University*

A combination of cases and readings is used to examine the principles and practices that are helpful in designing and operating management control systems. Such systems are those designed to assure that resources are obtained and utilized effectively and efficiently to accomplish the organization's objectives. The volume discusses both technical matters (such as budgeting, performance measurement, and transfer pricing) and the equally important behavioral considerations. It is believed that this is the first book to discuss the subject of management control systems in a logical framework that weaves together the concepts of accounting and social psychology. Teacher's Guide. 697 pp./1965

★BASIC FORTRAN IV PROGRAMMING

By DONALD H. FORD, *University of North Dakota*

This book has been designed for use as a text in a first course in computer programming. The only mathematical background required is a year of high school algebra. Special care has been taken to select problems which the student already understands so that only the art of communicating these problems to the computer need be learned. The materials have been used successfully with college students from a wide variety of academic disciplines and from freshman through graduate level. Survey readers and professionals who wish to learn FORTRAN as quickly as possible should find this text extremely valuable because it concentrates on teaching FORTRAN in

particular rather than the art of programming in general. The coverage is restricted to Basic FORTRAN IV, the most current version of the most widely used of all programming languages. The order of presentation of each topic is that of a general introduction followed by a specific discussion and a series of to-the-point illustrations and examples. Programming problems have been carefully correlated with the text material and range from the easy to the difficult. Instructor's Manual. About 255 pp./Paperbound/1971

1. Introduction 2. General Description of Basic FORTRAN IV. 3. Elements of FORTRAN Statements. 4. Arithmetic Statements. 5. Input/Output Statements. 6. Control Statements. 7. Additional Control Statements and Alphameric Input/Output Techniques. 8. One-Dimensional Arrays and Specification Statements. 9. Two-Dimensional and Three-Dimensional Arrays. 10. Subprograms.

★FINANCIAL ACCOUNTING: Basic Concepts, Revised Edition

By EARL A. SPILLER, JR., *Washington University, St. Louis*

In this Revised Edition, there are four completely new chapters on leases and pensions, tax allocation, alternative concepts of income, and accounting systems and control; and six appendices containing subject matter of a more specialized nature that may be used or not as the instructor prefers. The accounting cycle has been condensed from six chapters to five and cost accounting from three chapters to two. Introductory material on manufacturing as a special problem area has been included in Chapter 7 on cost determination and there is more extensive treatment of revenue recognition theory and alternatives. An extended discussion and illustration of purchase versus pooling accounting has been included in Chapter 14, and cash funds statement preparation has been added to the chapter on funds which now precedes the chapter on statement analysis. The latter has been drastically revised: material on presentation has been reduced and incorporated in other chapters; more emphasis is placed on the use of statement analysis; and new sections have been added on financial and operating leverage, and earnings per share. Many new problems taken from actual financial statements have been included. Solutions Manual. About 650 pp./1971

I. FUNDAMENTAL CONCEPTS AND PROCEDURES. 1. Framework of Accounting. 2. Assets and Equities. 3. Collecting Financial Information. 4. Elements of the Accounting Cycle. App. 4-A. Processing Accounting

Data in a Manual System. II. FURTHER ASPECTS OF ACCOUNTING. 5. Accounts and Receivables. App. 6. Construction Contracts. Accounting for Inventories. of Cost or Market. 9. Acc. App. 9-A. Group Depreciation. ASPECTS OF FINANCIAL ACCOUNTING. 10. Notes and Bonds. App. 11. Leases and Income Taxes. 13. STOCK TATION OF FINANCIAL COMPANY Investments and Control. 16. Analysis of Financial Concepts of Income. 18. Accounting Systems of Cash Disbursement Control of Factory Overhead Systems in Manufacturing

FINANCIAL ACCOUNTING: Output Approach

By WILLIAM J. SCHWAB, *both of The University, and JOHN A. SCHWAB, of Texas at Arlington*

The objectives of this book are to present the basic conceptual framework of accounting as it may be used to illustrate the application of concepts to common business problems and extensions of current accounting alternatives to them. The book is designed for a semester or two-quarter course in accounting and is designed to stand on managerial accounting and is designed to stand on managerial accounting and is designed to stand on managerial accounting. (2) (3) professional approval. (5) accounting topic. See 1970

I. Financial Accounting. II. Financial Inputs and Outputs. III. Financial Outputs. IV. Problems. V. Controversial Issues. VI. Other Dimensions of Accounting

ACCOUNTING THEORY: Edition

By ELDON S. HARRIS, *State University*

This text provides an introduction to the theories and concepts of accounting

Data in a Manual System. 5. Accounting Net Income. II. FURTHER ASPECTS OF FINANCIAL MEASUREMENT—ASSETS. 6. Accounting for Revenues and Receivables. App. 6-A. Accounting for Long-Term Construction Contracts. 7. Cost Determination. 8. Accounting for Inventories. App. 8-A. Mechanics of Lower of Cost or Market. 9. Accounting for Noncurrent Assets. App. 9-A. Group Depreciation Procedures. III. FURTHER ASPECTS OF FINANCIAL MEASUREMENT—EQUITIES. 10. Notes and Bonds. App. 10-A. Present Value Concepts. 11. Leases and Pensions. 12. Accounting for Income Taxes. 13. Stockholders' Equity. IV. INTERPRETATION OF FINANCIAL STATEMENTS. 14. Intercompany Investments and Consolidation. 15. Funds Statement. 16. Analysis of Financial Statements. 17. Alternative Concepts of Income. V. ACCOUNTING CONTROL. 18. Accounting Systems and Control. App. 18-A. Control of Cash Disbursements. 19. Cost Accounting and Control of Factory Overhead. 20. Cost Accounting Systems in Manufacturing.

FINANCIAL ACCOUNTING: An Input/Output Approach

By WILLIAM J. SCHRADER, ROBERT E. MALCOM, both of *The Pennsylvania State University*, and JOHN J. WILLINGHAM, *University of Texas at Arlington*

The objectives of this text are (1) to present a basic conceptual framework which explains accounting as it may be observed today, (2) to illustrate the application of the basic accounting concepts to common business activity through various standard procedures, and (3) to explore extensions of current accounting concepts and alternatives to them. It is intended for a one-semester or two-quarter first course in financial accounting and is designed to be followed by one on managerial accounting. There are five outstanding features of this volume: (1) strong conceptual framework, (2) flexibility of presentation, (3) professional approach, (4) coverage of controversial areas, and (5) broad coverage of financial accounting topic. Solutions Manual. 530 pp./1970

I. Financial Accounting Data and Operations. II. Financial Inputs and Outputs. III. Matching Economic Inputs with Outputs. IV. Problems in Entity Identification. V. Controversial Issues in Financial Accounting. VI. Other Dimensions of Accounting.

ACCOUNTING THEORY, Revised Edition

By ELDON S. HENDRIKSEN, *Washington State University*

This text provides an understanding of the theories and concepts implicit in many of the discus-

sions of accounting theory. Its purpose is to form a general frame of reference that will enable the student to obtain a better understanding of the vast number of books and articles and divergent points of view on the many controversial topics in the area of accounting theory. Foremost among the changes in this revision are: (1) a new chapter on cash and funds flow concepts; (2) greater emphasis on measurement concepts in accounting; (3) greater emphasis on the role of the Securities and Exchange Commission in the formulation of accounting practice; (4) critical discussions of recent pronouncements published by the AICPA and the AAA; and (5) a discussion of differences in objectives and practices among several countries. At the end of the book is a group of questions classified by chapter topics selected from the theory section of the Uniform CPA Examinations of recent years. 662 pp./1970

1. The Methodology of Accounting Theory. 2. History and Development of Accounting Theory to 1930. 3. The Development of Accounting Theory Immediately Preceding and Since 1930. 4. Concepts, Measurement and Structure of Accounting Theory. 5. Income Concepts for Financial Reporting. 6. Revenues and Expenses, Gains and Losses. 7. Business Income and Price Changes. 8. Cash and Funds Flow. 9. Assets and Their Measurement. 10. Current Assets and Current Liabilities. 11. Inventories. 12. Plant and Equipment. 13. Depreciation. 14. Intangibles, Noncurrent Investments, and Deferred Charges. 15. Liabilities and Related Expenses. 16. Income Taxes, Lease Commitments and Pension Costs. 17. Ownership Equities. 18. Changes in Stockholders' Equities. 19. Disclosure in Financial Reporting.

COST ACCOUNTING: Principles and Practice, Seventh Edition

By JOHN J. W. NEUNER, *City College of the City University of New York*, and SAMUEL FRUMER, *Indiana University*.

This Seventh Edition of *Cost Accounting* has been prepared to update the cost accounting methods and procedures in a rapidly changing business world, and to further improve its teachability. However, all those qualities that have made this text so popular have been retained: logical arrangement, simple explanations, numerous illustrations, an abundance of problems carefully graded and integrated with the text, and three outstanding Practice Sets. Two Solutions Manuals are again available to adopters. One provides answers to all questions and problems in the text. The other contains solutions to the three practice sets. Revised objective tests are also available, along with answers. 858 pp./1967

ACCOUNTING

I. Managerial Implications, Definitions, and Basic Procedures. II. Managerial Control of the Elements of Costs. III. Principles and Practices of Process Cost Accounting. IV. Managerial Control Through the Use of Cost Accounting Data and Procedures.

COST ACCOUNTING: Analysis and Control, Revised Edition

By GORDON SHILLINGLAW, *Columbia University*

The primary purpose of this revision is to improve the book's teachability. *Cost Accounting* has been completely rewritten and reorganized with this objective in mind, many new problems have been added, and many of the old problems have been reworded and revised. The author has attempted to define terms more carefully and use them more consistently in the text and problems. Several chapters have been split in two for greater teachability. Each chapter has been written so that the average student will be able to understand the concepts and also apply them to practical problems.

The Revised Edition, like the first, approaches cost accounting from the viewpoint of the managerial recipient of accounting information. The criterion applied to accounting concepts and procedures is how well they are likely to meet the needs of management. Usable in either a one-semester or a two-semester course in cost accounting and controllership, this text requires no previous contact with college mathematics or statistics. Solutions Manual. 932 pp./1967

I. Cost Accounting and its Setting. II. Measurement of Product Cost. III. Control of Operating Costs. IV. Public Financial Reporting. V. Incremental Analysis for Decisions. VI. Profit Planning and Control Systems.

MANAGERIAL COST ANALYSIS

By JAMES M. FREMGEN, *U.S. Naval Post-graduate School*

A sound understanding of basic cost accounting and of how it may be used by management in decision making, planning, and control is the goal of *Managerial Cost Analysis*. The early chapters define and illustrate cost concepts and categories, and then briefly explain the mechanics of cost accounting. The second major section deals with standards and budgets for planning and control purposes. The third deals with the relevance of costs in specific decision-making situations. Includes questions, problems, and cases. Instructor's Manual. 515 pp./1966

QUANTITATIVE CONTROLS FOR BUSINESS: An Introduction

By JOHN T. O'NEIL, LORING C. FARWELL, both of *Northwestern University* and F. VIRGIL BOYD, *Loyola University, Chicago*

This basic text is ideal for use in introductory courses in business, primarily of two-semester length. It provides an integrated approach to the substantive procedures of accounting, statistics, and financial management in such a way that the students' attention will always be focused upon the use of these procedures in reaching business decisions. 488 pp./1965

PRACTICAL CONTROLLERSHIP, Revised Edition

By DAVID R. ANDERSON, *Gearhart-Owen Industries, Inc.*, and LEO A. SCHMIDT, *University of Michigan*

This volume discusses the position of the controller in the business organization, what he is expected to accomplish, the tools available to him, and how he uses these tools to achieve his objectives. It is designed as a basic text for the controllership course and may also be used as a supplementary text in management or management accounting courses. A well-rounded picture of controllership as an integrated business function is presented. Instructor's Manual. 792 pp./1961

GOVERNMENTAL ACCOUNTING, Fourth Edition

By R. M. MIKESELL and LEON E. HAY, both of *Indiana University*

In this completely revised Fourth Edition, two new chapters have been added to give coverage to Federal Government Accounting and to Public School Accounting. All chapters are based on relevant authoritative pronouncements current as of July, 1968. While still providing adequate coverage of the technical aspects of the subject matter, the approach has been broadened to emphasize the use of accounting information in financial management of governmental and nonprofit entities. New questions and problems. Solutions Manual. 772 pp./1969

1. Accounting for Governmental and Nonprofit Entities. 2. Budgets for Operations and Capital Improvements. 3. General Funds: General Operation. 4. General Funds: Revenue Accounting. 5. General Funds: Expenditure Accounting. 6. Capital Projects Funds. 7. Debt Service Funds. 8. Trust and Agency Funds. 9. Intragovernmental

tal Service Funds. 10. S. 11. Enterprise Funds: General. 12. Enterprise Funds: Statements. 13. Fixed Assets. 14. Liability. 15. Property Tax Accounting. 16. Fund Relationships. 17. Capital. 18. Accounting for Government Accounting. 19. Hospitals. 20. Cost Accounting. 21. Cost Accounting. 22. Published Re. Nonprofit Entities.

C.P.A. LAW REVIEW, Under the Uniform Code

By JOSEPH L. F. *Colorado*

This Third Edition contains and accounting student previous editions of the the Uniform Commercial Code designed to provide continuing for the commercial Public Accountant examining practicing accountants edge of commercial law

★ELEMENTS OF INCOME TAX INDIVIDUAL

By GRANT C. SCHAEFER

The purpose of this text is to present concepts applicable to income tax. Instead of dwelling on income tax forms, *Elements of Income Tax Individual* stresses law and its application as they affect the individual. The student develops a knowledge of what items are taxable and how those items affect the individual's tax standing should enable him to appreciate the ultimate result of a transaction. Since the text is written in the language of the law, as possible and many illustrations illustrate how each principle is arranged so that the student's orientation is maintained. Solutions Manual. 1971

1. History and Introduction to Accounting. 2. Gross Income. 3. Deductions. 4. Itemized Deductions. 5. Payment of Tax Liability. 6. Losses—Basis. 7. Deductions. 8. Gains and Losses. 9. Income. 10. Dividends. 11. Sales. 12. Expenses. 13. Depreciation.

tal Service Funds. 10. Special Assessment Funds. 11. Enterprise Funds: General Accounting. 12. Enterprise Funds: Statements and Special Transactions. 13. Fixed Assets. 14. Liabilities. 15. Special Features of Property Tax Accounting. 16. Summarization of Interfund Relationships. 17. Cash Procedures and Accounting. 18. Accounting for Public Schools. 19. Federal Government Accounting. 20. Institutional Accounting: Hospitals. 21. Cost-Accounting for Nonprofit-Seeking Entities. 22. Published Reports of Governmental and Nonprofit Entities.

C.P.A. LAW REVIEW, Third Edition: Under the Uniform Commercial Code

By JOSEPH L. FRASCONA, *University of Colorado*

This Third Edition continues to serve accountants and accounting students by revising and bringing previous editions of this book up to date under the Uniform Commercial Code. It is specifically designed to provide complete guidance in preparing for the commercial law part of the Certified Public Accountant examination and also to assist practicing accountants who wish to gain knowledge of commercial law. 1303 pp./1966

★ELEMENTS OF INCOME TAX— INDIVIDUAL

By GRANT C. SCHAFER, *University of Denver*

The purpose of this text is to present the basic concepts applicable to individual federal income tax. Instead of dwelling on the mechanics of income tax forms, *Elements of Income Tax—Individual* stresses law and administrative decisions as they affect the individual's tax liability. The student develops a thorough understanding of what items are taxable and deductible and how those items affect the tax liability. That understanding should enable the student to see and appreciate the ultimate effect of almost any transaction. Since the topic is a very complex one, the language in this text has been kept as simple as possible and many examples are used to illustrate how each provision operates. Topics are arranged so that the tax is logically developed and the student's orientation is constantly maintained. Solutions Manual. 259 pp./Paperbound/1971

1. History and Introduction. 2. Returns—Exemptions—Accounting. 3. Gross Income—Exclusions and Inclusions. 4. Itemized Deductions—Standard Deduction. 5. Payment of Tax Liability. 6. Recognition of Gains and Losses—Basis. 7. Deductions for Losses. 8. Capital Gains and Losses. 9. Installment and Deferred Payment Sales. 10. Dividends. 11. Inventories. 12. Deductions for Expenses. 13. Depreciation and Investment Credit.

14. Depletion. 15. Deductions for Bad Debts. 16. Income Averaging—Net Operating Losses—Maximum and Minimum Tax.

★THE IRWIN FEDERAL INCOME TAX COURSE: A Comprehensive Text

By JOSEPH A. MAURIELLO, *New York University*

This text is a comprehensive summary and synthesis of the tax law and regulations. It applies a managerial approach to taxation through an emphasis on tax problems as they affect the business enterprise and the business situation. The sequence and coverage of topics was determined with the objective of presenting a comprehensive, in-depth, and coordinated understanding of taxation. A genuine attempt is made to interpret and give meaning to the tax law and its implications and to avoid a slavish repetition of the Code and Regulations. Considerable use is made of illustrations, and a summary of tax features and advice appears at the end of each chapter. About 960 pp./1971

1. The Federal Income Tax Structure—Determination of Taxable Income. 2. Accounting Methods—General. 3. Accounting Methods—Tax Features. 4. Change in Accounting Method. 5. Gross Income—Sundry Items. 6. Gains and Losses on Disposals of Assets Other than Merchandise. 7. Non-Recognition of Gain or Loss. 8. Capital Gains and Losses. 9. Inventories. 10. Deductions. 11. Deductions Continued—Bad Debts, Losses, Net Operating Losses. 12. Depreciation. 13. Depletion. 14. Reconciliation of Taxable Income and Retained Earnings. 15. Taxable Year and Change in Taxable Year. 16. Corporate Structure and Formation—Multiple Corporations. 17. Corporate Distributions—Dividends—Stock Redemptions. 18. Retained Earnings and Surtax on Improper Accumulations of Earnings. 19. Partial and Complete Liquidations—Sales and Acquisitions of Businesses. 20. Corporate Reorganizations. 21. The Small Business Corporation—The Personal Holding Company. 22. Partnerships. 23. Comparative Forms of Business Unity. 24. Pensions and Profit-Sharing Trusts—Employee Relationships. 25. Foreign Income. 26. Valuation of Stock of Close Corporations. 27. Individuals—Personal Income Tax. 28. Estate Income Tax. 29. Gift Tax. 30. Estate Tax. 31. Returns—Payment—Assessments—Refunds.

UNDERSTANDING AND USING THE FEDERAL INCOME TAX LAW

By BARNEY M. SMITH, JR., *University of Houston*

Written for both accounting and nonaccounting majors, this important paperbound text reveals the structure and function of the whole tax system by using a logical treatment and a cohesive explanation of the most important Code

BUSINESS COMMUNICATION

provisions and how they can be used for tax planning and minimization. The book is divided into two "Subtitles"—the first, "Understanding" the rules of income tax; the second, "Using" the basic rules for tax minimization. Valuable as a supplementary text in income tax courses, in elementary accounting, Law School, or executive training. *Solutions Manual. 136 pp./Paperbound/1967*

PLAID for ELEMENTARY ACCOUNTING, Two Volumes*

By WILLIAM W. PYLE, Coordinating Editor:
ROGER H. HERMANSON, *The University of Maryland*

Designed for supplementary use for courses in elementary accounting or for self-review, this two-volume PLAID has been developed to focus on and explain concisely the significant concepts and procedures of elementary accounting. Short and to-the-point illustrations utilizing simple figures are incorporated to enhance the understanding of basic concepts. A set of examinations in each volume, with answers provided, is designed specifically to duplicate the types of questions utilized in most elementary accounting courses. *Volume I: 120 pp./Paperbound/1970 Volume II: 106 pp./Paperbound/1970*

* Published by Learning Systems Company

PLAID for INTERMEDIATE ACCOUNTING, Two Volumes*

By GLENN A. WELSCH, *University of Texas*.
Coordinating Editor: ROGER H. HERMANSON

This two-volume PLAID incorporates: (1) concise and direct explanations in each chapter of the

fundamental concepts and procedures; (2) short and to-the-point illustrations that utilize simple figures to enhance the understanding of the basics; (3) underscoring or italicizing of important distinctions and key words in order to direct attention to specific points that may be overlooked by the reader; and (4) a total of six examinations in the two volumes, with answers provided. It may be used to supplement the text in intermediate accounting, to meet the special needs of students starting a master's degree program in business administration, or for self-review. *Volume I: 158 pp./Paperbound/1970 Volume II: 98 pp./Paperbound/1970*

* Published by Learning Systems Company

PLAID for MANAGEMENT ACCOUNTING*

By ROBERT N. ANTHONY, *Harvard Business School*. Coordinating Editor: ROGER H. HERMANSON

The material in this PLAID is organized into three main sections: (1) an introduction and overview of preparing and using information on financial statements; (2) use of accounting in management control; and (3) use of accounting in business decision-making. In addition to the programmed frames, examinations, with answers, are provided. This PLAID has supplementary use in management accounting courses and is useful for self-review. *102 pp./Paperbound/1970*

* Published by Learning Systems Company

BUSINESS COMMUNICATION

COMMUNICATION AND COMMUNICATION SYSTEMS: In Organization, Management, and Interpersonal Relations

By LEE THAYER, *University of Iowa*

This provocative text explores the past, the present, and the direction of communication and communication systems. In presenting a wide variety of useful tools for thinking about the rapidly evolving field, it offers a view in scope and

depth that should be of value to any person who has either a professional or a practical interest in communication—the manager; the public administrator; the education, religious, and military administrator; the scholar, teacher, and researcher.

Drawing upon such resources as cybernetics, systems theory, and information theory, the author synthesizes a full range of current, closely-related work and thought. The material is scholarly and well-organized; the sources are pertinent. *389 pp./1968*

PART I. On the Nature of Communication. PART II. Communication Characteristics. PART III. The Communication Process. PART IV. Technology and Research: Problems and Solutions.

COMMUNICATION ORGANIZATIONAL and Cases, Revised

By WILLIAM W. PYLE
University of Maryland

Communication and Organization are concerned with what a communicator does before, during, and after the communication process, and as and after the author believes that the communication process is a socializing, and interpreting communication process. It includes spelling, and about organizational behavior in the context of a communication behavior, inextricably interwoven opening chapters.

A basic model of communication is a serial process involving sending, medium, receiving, and feedback, like a link in a chain. They are by far the least understood on the encoding and decoding process. It is written for a variety of management, business, English, psychology, and useful in management, supervisory training classes, and for introductory courses.

I. Communication and Organization. II. Behavioral Basis of Communication. III. Miscommunication. IV. Communication and Organization.

BUSINESS COMMUNICATION

By FRANK J. DEJONG
(Retired)

In showing business communication as a specific adaptation process (and thus setting forth in communication each part of the left communication) its final document can be seen in respects. The book

BUSINESS COMMUNICATION

PART I. On the Nature and Dynamics of Human Communication. PART II. Communication, Messages, and Communication Systems: Qualities and Characteristics. PART III. The Functions of Communications. PART IV. Technology and Techniques. PART V. Theory and Research: Problems and Issues.

COMMUNICATION AND ORGANIZATIONAL BEHAVIOR: Text and Cases, Revised Edition

By WILLIAM V. HANEY, *Northwestern University*

Communication and Organization Behavior is concerned with what it is that happens *inside* a communicator *before* and *as* he talks, writes, etc., and *as* and *after* he listens, reads, etc. The author believes that perceiving, evaluating, visualizing, and interpreting are as involved in the communication process as are phonation, articulation, spelling, and grammar. This text is also about organizational behavior—human behavior in the context of a human organization. That organizational behavior and communication are inextricably interwoven is a major thesis of the opening chapters.

A basic model of communication is described as a serial process involving the phases of encoding, sending, medium, receiving, and decoding. Each step, like a link in a chain, is crucial. Because they are by far the least understood, this book focuses on the encoding and decoding phases. It was written for a variety of courses in departments of management, business communication, speech, English, psychology, and journalism, and is also useful in management development seminars, supervisory training programs, adult education classes, and for individual self-study. 552 pp./1967

I. Communication and Organization Behavior. II. The Behavioral Basis of Communication. III. Patterns of Miscommunication. IV. Overview and Bibliography.

BUSINESS COMMUNICATION

By FRANK J. DEVLIN, *John Carroll University* (Retired)

In showing business communication to be a specific adaptation of the communication process (and thus subject to all the requirements set forth in communication theory), this text gives each part of the letter or report (transmittable communication) its share of attention so that the final document can be up to standard in all respects. The book subdivides the area of the

writer's attitude toward his reader into three components—diplomacy, service attitude, and positiveness—and provides a testing method for each. Arranged topically for easy reference. Capsule summaries at chapter ends. Design is for one-semester course at sophomore, junior, or senior level. Separate Progress Guide and Workbook for students. Teacher's Manual. 716 pp./1968

PART I: BUSINESS COMMUNICATION. 1. General Communication Theory. 2. Business Communication Theory. 3. The What and How of the Message. 4. Encoding the Message. 5. Transmitting the Message. PART II: PLANNING AND ORGANIZATION. 6. Composing a Letter. 7. Dictating a Letter. PART III: BUSINESS LETTERS. 8. Simple Goodwill Letters. 9. Basic Requests and Replies. 10. Creating Sales by Letter. 11. Effective Letters in the Marketplace. 12. When Something Goes Awry. 13. Answering a Credit Applicant. 14. Persuading a Customer to Pay. 15. Successful Writing for an Employment Interview. PART IV: BUSINESS REPORTS. 16. The What and How of Business Reports. 17. Streamlined Reports for Everyday Uses. 18. Complex Reports for Formal Uses. PART V: SUPPLEMENTS. 19. Language Review. 20. Stenographic Aids. 21. Glossary. Classified Bibliography.

BUSINESS COMMUNICATION: Theory and Application

By RAYMOND V. LESIKAR, *Louisiana State University*

As its title implies, this book combines the traditional business communication subject matter with theory in accordance with the new trends in the field. To present this sophisticated approach, the author divided the material into two parts—(I) Communication Theory and (II) Business Correspondence and Reports. The theoretical foundation, as developed and simplified through general semantics, lends itself to a fuller understanding of communication's role in business. Coverage of the traditional areas builds from and relates to the theory. Part I may be used as supplementary reading or for class discussion. Part II is thorough enough in itself to cover the traditional course. Extensive appendices. Teacher's Manual. 557 pp./1968

PART I. COMMUNICATION THEORY. 1. The Role of Communication in Business. 2. A Model of the Process. 3. Perception and Reality. 4. The Filter of the Mind. 5. Words and Meaning. 6. Some Malfunctions of Communication. PART II. APPLICATIONS TO BUSINESS. 7. General Principles of Business Writing. 8. Correspondence: The Basic Elements. 9. Correspondence: Directness. LETTER PROBLEMS—I. 10. Correspondence: Indirect Letters. LETTER PROBLEMS—II. 11. Correspondence: Persuasive Letters. LETTER PROBLEMS—III.

BUSINESS COMMUNICATION

12. Reports: Organization and Content. 13. Reports: Techniques of Writing. 14. Reports: Visual Communication Aspects.

COMMUNICATING THROUGH LETTERS AND REPORTS, Fourth Edition

By J. H. MENNING, *University of Alabama*, and C. W. WILKINSON, *University of Florida*

This Fourth Edition retains the basic content, spirit, and special teaching and learning aids which met with wide approval in previous editions. To update and further improve the text, the following revisions are notable: (1) a more thorough treatment of all types of report writing. (2) a detailed and better illustrated list of grading symbols, (3) more broadly applicable check lists, (4) new and supplemented case materials, (5) new appendices on dictation, semantics, the communication process, and non-writing aspects. This outstanding text is easily adaptable to varying standards and student abilities. Teacher's Guide. 757 pp./1967

I. HOW A READER REACTS TO A LETTER. 1. Appearance: What the Reader Sees. 2. Style: What the Reader Reads. 3. Persuasion: What the Reader Does. 4. Goodwill: How the Reader Feels. II. HOW TO WIN THE READER'S APPROVAL AND MOTIVATE HIM TO ACTION. 5. Neutral and Good-News Messages. 6. Special Goodwill Letters. 7. Disappointing Messages. 8. Persuasive Messages: Requests. 9. Persuasive Messages: Sales. 10. Persuasive Messages: Collections. III. THE JOB-FINDING PROCESS. 11. Evaluating Yourself and Business Firms. 12. Letters About Employment. IV. WRITING REPORTS. 13. Reports: Importance, Nature, and Classification. 14. Preparing Complete Analytical Reports. 15. Analysis and Illustration of Complete Analytical Reports. 16. Writing Short Reports. Appendixes: A. The Communication Process and Semantic Principles. B. Letters and the Law. C. Concise Writer's Handbook. D. Pointers to Good Dictation.

ENGLISH FOR MODERN BUSINESS

By ERWIN M. KEITHLEY, *U.C.L.A.* and MARGARET H. THOMPSON

To help business students improve all of the basic language skills, this text treats the entire spectrum of business English including report writing, resumes. Illustrated. Teacher's Edition available to adopters. 282 pp./8½" x 11" Spiral Bound/1966

REPORT WRITING FOR BUSINESS, Third Edition

By RAYMOND V. LESIKAR, *Louisiana State University*

Report Writing for Business presents the techniques, principles, and standards of report preparation, organized in the sequence of the report writer's work. From the initial determination of the problem, the text proceeds in clear, logical steps to the finished product. Major emphasis is given to the fundamentals of report organization and clear writing. Realistic problems challenge the student and give him valuable practice in report writing. Changes in this Third Edition include: 1) greatly increased emphasis on the shorter, less formal types of reports; 2) new problems; 3) expanded and improved coverage of writing techniques with an abundance of additional illustrations; and 4) updated throughout, especially the research methodology section. Teacher's Manual. 450 pp./1969

1. Orientation to Business Reports. 2. Determining the Problem and Planning the Investigation. 3. Collecting Information: Primary Research. 4. Collecting Information: Library Research. 5. Organizing Information. 6. Constructing the Formal Report. 7. Constructing Short and Special Reports. 8. Interpreting Information. 9. Writing to Communicate: General Characteristics. 10. Writing to Communicate: Specific Characteristics. 11. Physical Presentation of a Report. 12. Mechanics of Documentation and Bibliography Construction. 13. Graphic Presentation. 14. Correctness of Punctuation and Grammar in Reporting.

BUSINESS LAW: F Second U.C.C. Edi

By HAROLD F. CHARLES M. H. NELL, and A. J. University

This is the ninth revision published in 1935. It preserve the basic successful book while at the same time adding many new features. Changes, such as the coverage of torts, the to trade regulation with addition of a chapter on Consumer Credit, and on corporations reflect which attempted to identify which businessmen in business law course section on the law of co

Since many more courts Uniform Commercial Code since the last edition, illustrations in all of the Code applies. Current completely replaced older older cases which are teaching purposes have selection of cases, themselves to those in have looked for those v depth and breadth to understanding of actual More importantly, some ically chosen because th discussing trends in l environmental approach the end of each chapter cases. They are selected in the chapters and so points other than those in the text, thus giving t analyzing legal fact situ the principles and rul are learning.

The Uniform Commerce Partnership Act, and the

BUSINESS LAW

BUSINESS LAW: Principles and Cases,
Second U.C.C. Edition

By HAROLD F. LUSK, Professor Emeritus,
CHARLES M. HEWITT, JR., JOHN D. DON-
NELL, and A. JAMES BARNES, *all of Indiana*
University

This is the ninth revision of a text that was first published in 1935. The authors have tried to preserve the basic strengths of this highly successful book while at the same time incorporating many new features. The major subject matter changes, such as the substantial expansion of the coverage of torts, the addition of the introduction to trade regulation which appears in Part XI, the addition of a chapter on The Legal Problems of Consumer Credit, and the expansion of material on corporations reflect the results of research which attempted to identify those areas of the law which businessmen indicated should be stressed in business law courses. There is also a new section on the law of competition.

Since many more court decisions based upon the Uniform Commercial Code have become available since the last edition, such cases are used as illustrations in all of the chapters to which the Code applies. Current cases have almost completely replaced older ones, although a few of the older cases which are unusually effective for teaching purposes have been retained. In their selection of cases, the authors have limited themselves to those involving businessmen and have looked for those whose fact situations add depth and breadth to the business student's understanding of actual business operations. More importantly, some of the cases were specifically chosen because they are useful vehicles for discussing trends in law or for adopting an environmental approach. The problem cases at the end of each chapter are based upon decided cases. They are selected to supplement the cases in the chapters and sometimes illustrate viewpoints other than those represented by the cases in the text, thus giving the student experience in analyzing legal fact situations and in applying the principles and rules of law which they are learning.

The Uniform Commercial Code, the Uniform Partnership Act, and the Model Business Corpo-

ration Act appear in appendixes at the end of the text along with a glossary of legal terms and definitions.

Professors Phillip Scaletta of Purdue University, John R. Goodwin of the University of West Virginia, and Thomas Dunfee of Ohio State University have prepared a Student Workbook to accompany *Business Law*. An Instructor's Key to the Workbook is available to Workbook adopters.

Available to adopters of the text is a Teacher's Manual containing comments on each case and expanding the wording of the judges' decisions, suggested lecture and course outlines for varying length courses, additional discussion points for class, and a film bibliography. A Manual of Objective tests is also available containing thousands of classroom-tested questions. 1345 pp./1970

I. INTRODUCTION. 1. The Nature and Role of Law and Its Development in America. 2. Law in Action. II. TORTS. 3. Crimes and International Torts. 4. Negligence and Strict Liability. III. CONTRACTS. 5. Introduction. 6. Offer. 7. Acceptance. 8. Reality of Consent. 9. Consideration. 10. Capacity of Parties. 11. Illegality. 12. Writing. 13. Rights of Third Parties. 14. Performance and Remedies. IV. AGENCY. 15. Creation of Relation and Authority. 16. Relation of Principal and Third Person. 17. Relation of Agent to Third Person. 18. Relation of Principal and Agent. V. PARTNERSHIPS. 19. Creation of Partnership. 20. Relation of Partners between Themselves. 21. Relation of Partners to Third Persons. 22. Dissolution and Winding-Up. VI. CORPORATIONS. 23. Nature of Corporation and Incorporation. 24. Organizing and Financing the Corporation's Business. 25. Operating the Corporate Business. 26. Corporate Securities. 27. Shareholders' Rights and Liabilities. 28. Foreign Corporations. VII. PROPERTY. 29. Personal Property. 30. Real Property. 31. Secured Transactions. VIII. SALES. 32. Terms of Sales Contract. 33. Title and Risk. 34. Warranties and Product Liability. 35. Performance. 36. Remedies for Breach. IX. COMMERCIAL PAPER. 37. Introduction. 38. Requirements for Negotiability. 39. Negotiation and Holder in Due Course. 40. Liability of Parties and Discharge. 41. Checks and Documents of Title. X. Miscellaneous. 42. Legal Problems Involving Consumer Credit. 43. Insurance. 44. Bankruptcy. XI. ECONOMIC RELATIONS AND THE LAW. 45. Competitive Torts and the Protection of Ideas. 46. The Sherman Act. 47. The Clayton Act. 48. The Robinson-Patman Act. 49. The Federal Trade Commission Act and Other Laws Relating to Competition.

BUSINESS MATHEMATICS

C.P.A. LAW REVIEW, Third Edition: Under the Uniform Commercial Code

By JOSEPH L. FRASCONA, *University of Colorado*

This Third Edition continues to serve accountants and accounting students by revising and bringing previous editions of this book up to date under the Uniform Commercial Code. It is specifically designed to provide complete guidance in preparing for the commercial law part of the Certified Public Accountant examination and also to assist practicing accountants who wish to gain knowledge of commercial law. Solutions Manual. 1303 pp./1966

Introduction. Frequency Chart. I. GENERAL PROVISIONS OF THE UNIFORM COMMERCIAL CODE. II. CONTRACTS. III. PERSONAL PROPERTY. A. Personal Property in General. B. Bailments. C. Sales. IV. COMMERCIAL PAPER. V. AGENCY. VI. BUSINESS ORGANIZATIONS. A. Partnerships. B. Corporations. VII. SECURITY. A. Property Security Transactions. B. Suretyship. VIII. BANKRUPTCY. IX. INSURANCE. X. REAL PROPERTY. XI. WILLS AND DECEDENTS' ESTATES. XII. TRUSTS. XIII. ACCOUNTANT-CLIENT RELATIONSHIP. XIV. ADMINISTRATIVE LAW.

LAW OF THE REAL ESTATE BUSINESS, Revised Edition

By HAROLD F. LUSK, S.J.D., Professor Emeritus, *Indiana University*

All phases of the legal aspects of the real estate business, including brokerage, appraising, financing, and building are covered in this Revised Edition. Designed for use as a basic text for one-

semester courses in real estate law, it can also be used as a supplement in basic business law and real estate courses. Teacher's Manual. 509 pp./1965

LAW AND SOCIETY

By CAREY K. GANONG, Professor Emeritus, *Purdue University*, and RICHARD W. PEARCE, *Florida Southern University*

174 pp./Paperbound/1965

PLAID for BUSINESS LAW*

By A. JAMES BARNES, *Indiana University*. Coordinating Editor: ROGER H. HERMANSON, *The University of Maryland*

The subject matter in this PLAID is organized into 10 major divisions as follows: (1) introduction of law, including philosophy and history of law, the court system and legal procedure, crimes and torts; (2) contracts; (3) agency; (4) partnerships; (5) corporations; (6) property, including real and personal property; (7) sales of goods; (8) negotiable instruments; (9) security, including secured transactions and bankruptcy; and (10) economic relations and the law, including competitive torts and the law of ideas, Sherman Act, Clayton Act, Robinson-Patman Act, and the Federal Trade Commission Act. A final examination, along with answers, is included. This PLAID has supplementary use for courses in business law and is useful for individuals preparing for a C.P.A. or C.L.U. examination. 145 pp./Paperbound/1970

* Published by Learning Systems Company

BUSINESS MATHEMATICS

MATHEMATICS FOR DECISION MAKING: A Programmed Basic Text

By E. W. MARTIN, JR., *Indiana University*

The programmed materials in these two volumes are designed to enable the student to learn to read mathematics and to use it as a language and a tool. The intent is not to produce a mathematician, but rather to stimulate the student with a limited math background to effective utilization of mathematics in business. There is no emphasis on proofs or logical rigor.

The programming is of the linear type. Volume I consists of five basic parts (or books), and

Volume II includes four. These are subdivided into sections—each of which contains enough frames for one assignment. The material in each volume includes reviews, definitions, and tests. Each is a complete unit in itself to permit whichever sequencing the instructor or user prefers for classroom or home study.

Mathematics for Decision Making has three outstanding features: 1. The programmed approach utilized has been pre-tested successfully. 2. The content is dictated by the basic needs of students in a modern M.B.A. or undergraduate business program. 3. Large sections can be handled by the instructor in each class session and training aids can be used with good results due to the effec-

tiveness of the program. Teacher's Manual. Volume II: 659 pp/1969

VOLUME I: 1. Review of Functions, and Motions. 4. Vectors and Matrices.

VOLUME II: 6. Equations and the Derivative. 8. Calculus.

BASIC MATHEMATICS ANALYSIS, Revised Edition

By O. J. CURRY, *University*, and JOHN E. *University*

This carefully tested mathematical concepts to the completion of three business education. The Edition requires some knowledge, the presentation of terms, and manipulative manner that is easily comprehensible. The goal is to offer the student of mathematics rather than applications which he understands.

A text and problems may result of years of independent by each author, the Revision changes: the consolidation of arithmetic and algebraic material on analysis of investing, data processing, programming, and an introduction to statistical methods. Sol 1970

1. Review of Arithmetic Review of Algebraic Expressions. 4. Percentage in Business. 5. Wages and Taxes. 6. Interest. 7. Financial Statements. 9. Data Processing and 10. Programming.

WORKBOOK IN BUSINESS

By JAMES E. WAGNER, *State University of New York*

This *Workbook in Business* is used by itself or to be supplemented. Many questions and problems are included in each section to enable the student to rely on the

BUSINESS MATHEMATICS

tiveness of the programmed teaching material. Teacher's Manual. Volume I: 666 pp./1969 Volume II: 659 pp./1969

VOLUME I: 1. Review of Basic Algebra. 2. Sets, Relations, Functions, and Model Building. 3. Linear Equations. 4. Vectors and Matrices. 5. Linear Programming.

VOLUME II: 6. Equations and Their Graphs. 7. Limits and the Derivative. 8. The Derivative. 9. Integral Calculus.

BASIC MATHEMATICS FOR BUSINESS ANALYSIS, Revised Edition

By O. J. CURRY, *North Texas State University*, and JOHN E. PEARSON, *Texas A & M University*

This carefully tested text provides all of the mathematical concepts and techniques essential to the completion of three or more years of college business education. Though use of the Revised Edition requires some knowledge of college algebra, the presentation of numbers, number systems, and manipulative skills is offered in a manner that is easily comprehensible. The book's goal is to offer the student a true understanding of mathematics rather than to present business applications which he follows by rote and never understands.

A text and problems manual combined and the result of years of independent classroom testing by each author, the Revised Edition includes as changes: the consolidation of review materials on arithmetic and algebraic computations; and new material on analysis of financial statements and investing, data processing and computer programming, and an introduction to statistics and statistical methods. Solutions Manual. 298 pp./1970

1. Review of Arithmetic Relationships. 2. Selected Review of Algebraic Expressions and Operations. 3. Percentage in Business. 4. Problems in Marketing. 5. Wages and Taxes. 6. Interest: Borrowing and Lending Money. 7. Financial Statement Analysis. 8. Statistics. 9. Data Processing and Computer Languages. 10. Programming.

WORKBOOK IN BUSINESS MATH

By JAMES E. WAGNER and REGIS P. DEUEL, *State University of New York at Albany*

This *Workbook in Business Math* is designed to be used by itself or to be supplementary to a text. Many questions and problems are included in each section to enable the instructor who so desires to rely on the workbook as the sole

material for the course. Each unit of subject matter is broken into four parts: Definition of Terms, Chart Type Problems, Word Problems, and Construction of Word Problems by the Student. Solutions Manual. 166 pp./8½" x 11", Paperbound/1966

1. Algebra. 2. Simple Interest. 3. Bank Discount. 4. Installment Buying. 5. Trade and Cash Discounts. 6. Retailing Problems. 7. Property Taxes. 8. Depreciation. 9. Compound Interest. 10. Annuities. 11. Investments. 12. Debt Repayment Plans. 13. Insurance.

★MATHEMATICAL ANALYSIS FOR BUSINESS DECISIONS, Revised Edition

By JAMES E. HOWELL, *Stanford University*, and DANIEL TEICHROEW, *University of Michigan*

This basic text follows a logical pattern of development in introducing the business student to the world of mathematics. It contains the kinds and amounts of mathematics that are considered most important in a professional program in business administration at either the bachelor's or master's level. It can be used in a course offered either in the mathematics department or in the school of business. It is a self contained mathematical package for the student that requires no prerequisites other than high school mathematics (algebra) and no other college courses in mathematics. It is specifically designed for use in courses in mathematical analysis for business and may also serve as a supplementary text in management science, operations research, and mathematical economics.

Mathematical Analysis for Business Decisions carries students, both undergraduate and graduate, to a stage of mathematical sophistication where they can see the relevance of mathematics to real life business problems. Teaching Notes and Answers to Exercises. About 350 pp./1971

1. Introduction to Concepts of Discrete Mathematics. 2. Elementary Mathematical Relations. 3. Rates of Change. 4. Differentiation of Functions. 5. Optimizing Functions of One Variable. 6. Applications of the Derivative. 7. Algebraic and Transcendental Functions. 8. Multivariate Functions. 9. Summation and Integration. 10. Probabilistic Models. 11. Financial Investment Models. 12. Applications to Business Decisions. 13. Linear Systems and Matrices. 14. Linear Programming. 15. Management Science Models. Appendixes.

BUSINESS MATHEMATICS

★APPLIED MATHEMATICS: An Introduction: Mathematical Analysis for Management, Revised Edition

By CHRIS A. THEODORE, *Boston University*

Applied Mathematics helps the student understand the changing conditions which have made mathematics an integral part of the business curriculum. Instead of treating one or two mathematical fields at length, it contains a shorter treatment of as many topics relevant to a curriculum in business administration as possible.

There have been numerous changes made in this Revised Edition. The material on sets and logic has been reduced by 50 percent and calculus increased by 150 percent. The part on probability has been eliminated and modulus approach expanded and improved. At least 50 percent of the problems are new or different. Thirty-five case problems, representing an equal number of articles from 20 professional journals of business administration, have been added. The case problems are included as part of the set of problems in the text and the articles are listed for reference by students. *Solutions Manual. About 725 pp./1971*

I. BOOLEAN ALGEBRA, SETS, AND LOGIC. 1. The Algebra of Sets. 2. Logic. II. ELEMENTS OF ALGEBRA AND ANALYTIC GEOMETRY. 3. Fundamentals of Algebra. 4. Fundamentals of Analytic Geometry. III. FUNCTIONS AND THEIR APPLICATION TO BUSINESS OPERATIONS. 5. The ABC's of Linear Programming. 6. The Algebra of Linear Programming. 7. Basic Algorithms of Linear Programming. 8. Mathematics of Investment and Finance. 9. Functions in Business and Economics. IV. ELEMENTS OF CALCULUS WITH APPLICATIONS. 10. Differential Calculus: Univariate Functions. 11. Differentiation of Univariate Functions: Applications. 12. Differential Calculus: Bivariate Functions. 13. Integral Calculus.

MATHEMATICS: With Applications in Management and Economics, Revised Edition

By EARL K. BOWEN, *Babson Institute, and New England College Representative, Computation Center, Massachusetts Institute of Technology*

This Revised Edition retains the subject matter and approach of the first edition. It provides a treatment of mathematics which is central to the study of business and economics. The material is presented in a clear, straight-forward style of writing that places the book within the grasp of

undergraduates in schools of business administration.

Some material has been added in this edition for use on an optional basis, so that the book can be used in courses developed around the first edition simply by skipping the added material. If all the topics are studied, the book contains enough material for a two-semester mathematics sequence.

Also included in this edition are many short exercises woven into the textual material in a way which directs the student's attention to significant points as they occur. Many of the first edition problem sets have been increased in length, and new sets have been added. An extensive, review problem set has been written for each chapter and appendix. Answers for all problems in the regular sets appear at the end of the book. Answers for the review problem sets are contained in a *Solutions Manual*, available to adopters. *647 pp./1967*

1. Linear Equations. 2. Systems of Linear Equations. 3. Systems of Linear Inequalities. 4. Introduction to Linear Programming. 5. Linear Programming (cont'd). 6. Compact Notation. 7. Logarithms. 8. Mathematics of Finance. 9. Differential Calculus. 10. Further Rules for Differentiation. 11. Integral Calculus. 12. Probability. 13. Probability as an Area.

QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS, Third Edition

By HAROLD BIERMAN, JR., *Cornell University*, CHARLES P. BONINI, *Stanford University*, and WARREN H. HAUSMAN, *M.I.T.*

This is an introductory work in the application of mathematics to problems of business. The authors have summarized some of the mathematical tools employed and their purpose is to get their notation and a few basic relationships before the student rather than to teach him mathematics. The principal changes made in this Third Edition include: 1. Elimination of five chapters and the addition of three completely new ones (Dynamic Programming, Markov Processes, and PERT). 2. Rewriting of other chapters, particularly that on inventory. 3. More problems added to each chapter. 4. Better links between chapters (where appropriate). 5. Explanations improved. 6. Material on the formulation of linear programming models expanded. *Solutions Manual. 507 pp./1969*

1. Introduction to Quantitative Probability Concepts. 3. Value. 4. Decision Theoretic Experiments. 6. Decision Making. 7. Normal Probability and Normal Probabilities. 9. D. Probabilities. 10. Inventory. No Reordering. 11. Inventory and Certain Demand. Reordering and Uncertain Demand. Imperfect Information. 1. Bernoulli Process. 15. Utility Making. 16. Game Theory. The Simplex Method. 18. Dual Problem. 19. Linear Program Problem. 20. Waiting Time. 21. PERT (Program Evaluation and Review Technique). 22. Markov Processes. 23. Probability.

★ELEMENTARY BUSINESS MATHEMATICS

By GEORGE F. HADLEY

This text is a modern treatment of business math course for teachers colleges, and for business. It provides an introduction. Many realistic examples and detailed development of topics is given to assist understanding the business. The traditional topics, in addition, some modern statistical, descriptive statistics, and the element of truth in lending. Reform Act of 1969, and consumer credit inclusion cards and accounts. A large number of problems of varying level. There is a review of arithmetic emphasizing manipulation of business problems led naturally to arithmetic. *Instructor's Manual.*

1. Review of Arithmetic. 2. and Markups. 4. Payroll Calculations. 6. Simple Interest. 8. Compound Interest, Discount. 9. Securities Transactions. 12. Graphical Variations. 14. Linear Programming.

MATHEMATICS FOR BUSINESS SERIES

Developed under the sponsorship of the Electric Company's former

1. Introduction to Quantitative Analysis. 2. A Survey of Probability Concepts. 3. Conditional and Expected Value. 4. Decision Theory. 5. Decision Theory with Experiments. 6. Decision Theory and Classical Statistics. 7. Normal Probability Distribution. 8. Revision of Normal Probabilities. 9. Decision Making with Normal Probabilities. 10. Inventory Control and Uncertainty—No Reordering. 11. Inventory Control with Reordering and Certain Demand. 12. Inventory Control with Reordering and Uncertain Demand. 13. Decision to Buy Imperfect Information. 14. Decision Making with a Bernoulli Process. 15. Utility as a Basis for Decision Making. 16. Game Theory. 17. Linear Programming—The Simplex Method. 18. Linear Programming—The Dual Problem. 19. Linear Programming—Transportation Problem. 20. Waiting Lines and Simulation. 21. PERT (Program Evaluation and Review Technique). 22. Markov Processes. 23. Dynamic Programming.

★ELEMENTARY BUSINESS MATHEMATICS

By GEORGE F. HADLEY

This text is a modern treatment of the traditional business math course taught in junior colleges, teachers colleges, and undergraduate schools of business. It provides an extremely clear presentation. Many realistic examples are provided and a detailed development of the background on many topics is given to assist inexperienced students—especially from the underprivileged classes—in understanding the business structures and settings. The traditional topics are covered, and in addition, some modern topics on graphical analysis, descriptive statistics, and linear programming are included. There is also detailed treatment of truth in lending, discussion of the Tax Reform Act of 1969, and a modern treatment of consumer credit including newer credit-type cards and accounts. A large collection of realistic problems of varying levels of difficulty is included. There is a review of arithmetic which, instead of emphasizing manipulation, emphasizes how business problems led naturally to development of arithmetic. Instructor's Manual. 667 pp./1971

1. Review of Arithmetic. 2. Percentages. 3. Discounts and Markups. 4. Payroll Computations. 5. Taxes and Depreciation. 6. Simple Interest. 7. Consumer Credit. 8. Compound Interest, Discounting, and Annuities. 9. Securities Transactions. 10. Insurance. 11. Financial Statements. 12. Graphical Representation. 13. Statistical Variations. 14. Linear Programming.

MATHEMATICS FOR MANAGEMENT SERIES

Developed under the auspices of the General Electric Company's formal training program to

develop potential managers and enhance awareness of the contribution modern mathematical techniques make to the decision-making process, these four unique paperback volumes are equally valuable in college and university courses covering the same area. They develop an understanding of mathematical applications to business situations without requiring the student to become a technician or practitioner. The entire series is directed to the present or potential business manager with the object of increasing his knowledge and understanding of the uses of mathematics as an aid in business decision making. Course Leader's Guides are available for use in organized classes.

By CLIFFORD H. SPRINGER, *General Learning Corporation*, and ROBERT E. HERLIHY, *W. R. Grace and Co.*, ROBERT I. BEGGS, *The General Electric Company*

Volume I—BASIC MATHEMATICS

Basic Mathematics provides the foundation from which the ideas, principles, and methods used in later texts can be developed. To accomplish this, a broad range of mathematical topics is covered. These include algebra (with aspects of analytic geometry), descriptive statistics, calculus, matrices, and set theory. The material emphasizes fundamentals and uses in order to develop an appreciation of the uses of mathematics and the ability to read about mathematics and communicate with technical practitioners about material beyond one's ability to execute. 237 pp./Paperbound/1965

Volume II—ADVANCED METHODS AND MODELS

This volume in the *Mathematics for Management Series* introduces students to some of the more modern and powerful mathematical tools such as linear programming, simulation, methods of numerical optimization, and multiple regression. It illustrates a fundamental aspect of any science—the model building process. More specifically, Volume II is concerned with the science of management and with mathematical models—a process of idealization and abstraction through which the solution to “real” problems are not directly obtained, but must be deduced. 285 pp./Paperbound/1965

BUSINESS MATHEMATICS

By CLIFFORD H. SPRINGER, ROBERT E. HERLIHY, ROBERT T. MALL, *The General Electric Company* and ROBERT I. BEGGS

Volume III—STATISTICAL INFERENCE

Similar to Volume I in that it emphasizes mathematical concepts associated with discovering inner relationships, i.e., those relationships in a problem situation that are not superficially revealed, *Statistical Inference* is devoted primarily to the mathematics of analysis. Both Volume III and Volume IV are devoted to the so-called stochastic view in which situations must be viewed as comprised in part of random effects which introduce uncertainty into some or all measurements. 362 pp./Paperbound/1966

Volume IV—PROBABILISTIC MODELS

Probabilistic Models, like Volume II, is devoted more to the use of mathematics to show how combinations of detailed effects act to produce overall system characteristics. Emphasis is on building mathematical models which synthesize system behavior. 313 pp./Paperbound/1968

★SETS AND LOGIC

By SAMUEL C. HANNA, *Boston University*, and JOHN C. SABER, *Babson College*

This new and unique volume is designed for students of college mathematics in both liberal arts colleges and schools of business. It is also appropriate for use as a basic text for non-math majors. Its level requires no prerequisites, if used for either undergraduate or graduate courses. Emphasis is on developing in the student the ability to reason and to think analytically. *Sets and Logic* can also be used in such courses as "Introduction to Logic" or "Elements of Logic" offered in departments of Philosophy.

Available to adopters is a complete and comprehensive Solutions Manual, with the solution to each problem worked out in detail on a step-by-step basis. 285 pp./Paperbound/1971

PART I. SETS. 1. Fundamentals of Sets. 2. Real Number Set. 3. Set Operations. 4. Algebra of Sets. 5. Regions and Partitions, and Membership Tables. 6. Word Problems. PART II. LOGIC. 7. Fundamentals of Logic. 8. Algebra of Logic. 9. Switching Theory. 10. Implication, Conditional, and Biconditional. 11. Arguments. 12. Word Problems.

PROBABILITY MODELS: With Business Applications

(see p. 116)

By ROBERT C. SHOOK, *Dalhousie University*, and HAROLD JOSEPH HIGHLAND, *State University Agricultural and Technical College, Farmingdale, N.Y.*

This volume provides the student with more than a superficial contact with probability models and their business applications without requiring more mathematics than algebra. 609 pp./1969

I. A Probability Model is Developed From Intuition About Odds. II. Random Variable Models. III. Random Process Models.

PLAID for COLLEGE MATHEMATICS*

By ROBERT D. MASON, *The University of Toledo*. Coordinating Editor: ROGER H. HERMANSON, *The University of Maryland*

Using a linear (fill in the blanks) format of programming, this PLAID closely follows the organization of most leading texts in college mathematics. A distinctive feature is the Final Self-Review Examination, with answers, at the end of most chapters. Other important features are Review Frames at the end of a section and a Topical Outline of Course Content. This PLAID has supplementary use for introductory college math courses and is useful for individuals starting an MBA program, participants in a management development program, and for those wishing self-review. About 190 pp./Paperbound/1971

*Published by Learning Systems Company

PLAID for BASIC ALGEBRA*

By E. WAINRIGHT MARTIN, JR., *Indiana University*. Coordinating Editor: ROGER H. HERMANSON

This PLAID has supplementary use for courses in college algebra, is applicable in courses of math for elementary teachers and courses in data math, and provides self-review for those in technical math or calculus. It uses a linear (fill in the blanks) format of programming. Review Frames are included at the end of each section and a comprehensive Self-Test, with answers, is at the end of the book. The manuscript for this PLAID was class tested at Indiana University for over five years. 130 pp./Paperbound/1970

*Published by Learning Systems Company

COMPU

★BUSINESS INFORMATION PROCESSING SYSTEMS: Introduction to Data Edition

By C. ORVILLE EL...
University, and RO...
city of Colorado

This text provides an... with the business information systems in use today—the basic understanding of the solutions in organizing, and utilizing a modern system. In this Third Edition, the text has been completely updated since the previous edition in Chapters 4, 6, 7, 8, and 9, and Chapters 2, 5, 6, and 10. Completely new to this edition, problem material has been added to the questions at the end of each chapter. The systems concept is more prominent throughout. The former Fortran IV, written in FORTRAN IV, is now possible to teach either Fortran or a basic way without solutions. 622 pp.

1. Statistical Data for Management. 2. Management Information Planning and Control. 3. Computing Devices. 4. Equipment. 5. Basic Data Processing. 6. Basic Data Processing. 7. The Punched Card. 8. Codes. 9. Peripheral Processing. 10. Computer Input/Output Devices. 11. Electronic Computer Systems. 12. Systems Analysis. 13. Systems Analysis. 14. FORTRAN IV Programming. 15. Management Information Systems. 16. Management Information Systems. 17. Management Information Systems. 18. The Management Information System. 19. Preparing for and Managing Equipment.

COMPUTER SCIENCE AND INFORMATION PROCESSING

★BUSINESS INFORMATION PROCESSING SYSTEMS: An Introduction to Data Processing, Third Edition

By C. ORVILLE ELLIOTT, *Western Illinois University*, and ROBERT S. WASLEY, *University of Colorado*

This text provides an overall acquaintanceship with the business information processing systems in use today—the background necessary for an understanding of the problems (and their solutions) in organizing, defining, implementing, and utilizing a modern information processing system. In this Third Edition all materials have been completely updated to include innovations since the previous edition. Introductory materials in Chapters 4, 6, 7, 8, and 9 have been decreased; and Chapters 2, 5, 6, 9, 10, 14, and 17 are completely new to this book. For the first time problem material has been included in addition to the questions at the end of each chapter. The systems concept is more thoroughly emphasized throughout. The former FORTRAN chapter is now written in FORTRAN IV, and with this edition, it is possible to teach either FORTRAN IV or COBOL in a basic way without supplemental materials. Solutions Manual. 622 pp./1971

1. Statistical Data for Managing Business Resources. 2. Management Information Systems to Facilitate Planning and Control. 3. Historical Background of Computing Devices. 4. Electronic Computer Development. 5. Basic Data Processing Functions—Originating, Recording. 6. Basic Data Processing Functions—Classifying, Sorting, Summarizing, Calculating, Communicating. 7. The Punched Card. 8. Computer Organization and Codes. 9. Peripheral Processing Devices. 10. Computer Input/Output Devices and Storage Units. 11. Electronic Computer Systems Controls. 12. Software Development. 13. Systems Analysis and Flowcharting. 14. FORTRAN IV Programming Language. 15. COBOL. 16. Management Information Systems Applied. 17. Integrated Management Information Systems for Planning and Control. 18. The EDP Justification Study. 19. Preparing for and Introducing Electronic Equipment.

★MACHINE COMPUTATION: An Algorithmic Approach

By RICHARD F. GONZALEZ, *Michigan State University*, and CLAUDE McMILLAN, JR., *University of Colorado*

This text centers around the study of computing, rather than computers, and the organization of problems so that computers can work them. Emphasis has been placed on the selection and ordering of the problems and exercises. The book was written to show the student how problems of various kinds are solved by devising computer processable procedures or algorithms. It deals with problem solving using the computer in a time-sharing mode. The basic structure of the book proceeds from an introduction to the notion of algorithms and their part in the problem solving process to a FORTRAN primer including the way in which algorithms are documented using flow charts as well as the procedures for tape preparation and program processing, and then to the discussion of the classes and types of problems and the proposed solution methods to exploit the computer's capabilities. About 200 pp./1971

1. Introduction. 2. Algorithms. 3. Programming and Processing Algorithms. 4. File Processing. 5. Descriptive Statistics. 6. Mathematics and Computing. 7. Approximations. 8. Computing and Optimization. 9. Simulation. 10. Machine Intelligence. 11. Library Programs.

ELECTRONIC DATA PROCESSING: An Introduction, Revised Edition

By E. W. MARTIN, JR., *Indiana University*

This edition provides an up-to-date and understandable introduction to electronic data processing. Designed for graduate or undergraduate courses in this subject, it is also an extremely useful and timely book for executive reading and for use in industrial training programs.

Electronic Data Processing requires little or no mathematical or technical background; yet, it

COMPUTER SCIENCE AND INFORMATION PROCESSING

includes materials that reinforce any mathematical background the student has. Included also is enough technical information to build a firm foundation for understanding how EDP machines can be used and what they can and cannot do, as well as the management consideration involved in their use. Instructor's Manual. 552 pp./1965

1. The Impact of the Electronic Computer. 2. Fundamentals of Data Processing. 3. Punched Card Data Processing. 4. A Punched Card Application. 5. Basic Concepts of Electronic Computers. 6. Basic Programming Concepts (I). 7. Basic Programming Concepts (II). 8. Introduction to Automatic Programming. 9. Development of a Computer Processing System. 10. Applications of Intermediate Computers. 11. Magnetic Tape Files. 12. Random Access Files. 13. Overview of Electronic Computers. 14. Systems Analysis and Design. 15. The Data Processing Organization. 16. Problems Involved in Introducing a Computer. 17. Information Technology and Management.

COMPUTER PROGRAMMING FOR BUSINESS AND SOCIAL SCIENCE

By PAUL L. EMERICK, JR., and JOSEPH W. WILKINSON, both of Arizona State University

This text is designed to teach elementary computer programming to students and to others who have had no previous exposure to computers or to data processing. It develops programming concepts and techniques by using the systems approach to relate the instructions of any computer programming language to the components of an automated computing system and to provide the means for analyzing and solving problems in business and social science. Each chapter presents a self-contained set of concepts, techniques, and rules of programming that extend the development in previous chapters and an illustrative problem builds through several chapters. Additional illustrations, diagrams, and self-learning exercises reinforce the discussion. Solutions Manual. 447 pp./1970

1. Introduction. 2. Computer Programming Fundamentals. 3. An Overview of FORTRAN. 4. Processing Instructions: Basic Concepts. 5. Processing Instructions: Advanced Concepts. 6. Sequencing Instructions: Decision Concepts. 7. Sequencing Instructions: Looping Concepts. 8. Arrays for Storing Data. 9. Additional Problems. 10. Additional Problems Suitable for Arrays. 11. Introduction to COBOL. 12. Overview of Other Languages.

FORTRAN IV: A Programmed Instruction Approach

By J. DANIEL COUGER, *University of Colorado*, and LOREN E. SHANNON, *Kaman Sciences Corporation*

In this book FORTRAN IV is translated in terms comprehensible to the student whose mathematical background is limited to high school algebra. A Programmed Instruction technique presents material in brief units called frames. After reading a frame, the student checks his comprehension of the material by answering a question, which may be checked in the adjacent frame.

Exercises are provided throughout each chapter, and examination questions, including requirements to write computer programs, appear at chapter ends. Instructor's Manual. 254 pp./Paperbound/1968

1. Introduction to Computer Programming. 2. Arithmetic Statements. 3. Arithmetic Operations. 4. Input/Output. 5. Control Statements. 6. Arrays and DO Statements. 7. Subprograms. 8. COMMON, EQUIVALENCE. 9. Additional Input/Output Statements. 10. LOGICAL, COMPLEX, DOUBLE, TYPE. Appendix A. Machine Indicator Tests. Appendix B. FORTRAN II, FORTRAN IV Differences.

BASIC FORTRAN IV PROGRAMMING

By DONALD H. FORD, *University of North Dakota*

This book has been designed for use as a text in a first course in computer programming. The only mathematical background required is a year of high school algebra. Special care has been taken to select problems which the student already understands so that only the art of communicating these problems to the computer need be learned. The materials have been used successfully with college students from a wide variety of academic disciplines and from freshman through graduate level. Survey readers and professionals who wish to learn FORTRAN as quickly as possible should find this text extremely valuable because it concentrates on teaching FORTRAN in particular rather than the art of programming in general. The coverage is restricted to Basic FORTRAN IV, the most current version of the most widely used of all programming languages. The order of presentation of each topic is that of a general introduction followed by a specific discussion and a series of to-the-point illustrations and examples. Programming problems have been

carefully correlated with range from the easy to the Manual. About 255 pp./Paperbound

1. Introduction. 2. General FORTRAN IV. 3. Elements of FORTRAN IV. 4. Arithmetic Statements. 5. Control Statements. 6. Control Statements. 7. Arrays and Alphameric Input/Output. 8. One-Dimensional Arrays. 9. Two-Dimensional Arrays. 10. Subprograms.

FORTRAN IV

By FRITZ A. McCAMEL, *University*

The purpose of this text is to provide a basic introduction to business administration, accounting, and examples used in the language comprehension of the student. Second, it suggests which a computer may be designed for use as a text in which FORTRAN IV is taught alone in a one-hour course or in a course in which the FORTRAN IV constitutes a part of the material. It may be used at any level and knowledge of electronic computers is not required. Manual. 225 pp./Paperbound

1. Using the Computer with FORTRAN. 2. FORTRAN Data. 3. Reading FORTRAN. 4. Assignment Statements. 5. Control Statements. 6. Advanced Control Statements. 7. Processing Data Array Subroutines.

COBOL LOGIC AND PROGRAMMING Revised Edition

By FRITZ A. McCAMEL, *University*

Since the first edition of this book in 1966, COBOL has gained the most versatile business language in modern use. There have been several important modifications of the original edition so that it is more useful than before. The book has been increased, and all new material has been revised. Data-manipulative instructions are presented in a separate chapter on arithmetic instructions. The book discusses and makes po

COMPUTER SCIENCE AND INFORMATION PROCESSING

carefully correlated with the text material and range from the easy to the difficult. Instructor's Manual. About 255 pp./Paperbound/1971

1. Introduction. 2. General Description of Basic FORTRAN IV. 3. Elements of FORTRAN Statements. 4. Arithmetic Statements. 5. Input/Output Statements. 6. Control Statements. 7. Additional Control Statements and Alphameric Input/Output Techniques. 8. One-Dimensional Arrays and Specification Statements. 9. Two-Dimensional and Three-Dimensional Arrays. 10. Subprograms.

FORTRAN IV

By FRITZ A. McCAMERON, *Louisiana State University*

The purpose of this text is twofold. First, it provides a basic introduction to FORTRAN IV in business administration, and through the terminology and examples used, makes the nature of the language comprehensible to the business student. Second, it suggests the business use to which a computer may be put. This book is designed for use as a text in any business course in which FORTRAN IV is taught. It may be used alone in a one-hour course, or in a three-hour course in which the FORTRAN IV instruction constitutes a part of the material covered. It may be used at any level and assumes no previous knowledge of electronic computers. Solutions Manual. 225 pp./Paperbound/1970

1. Using the Computer with FORTRAN IV. 2. The Nature of FORTRAN Data. 3. Reading and Writing in FORTRAN. 4. Assignment Statements. 5. Basic Control Statements. 6. Advanced Control—the DO Statement. 7. Processing Data Arrays. 8. Functions and Subroutines.

COBOL LOGIC AND PROGRAMMING, Revised Edition

By FRITZ A. McCAMERON, *Louisiana State University*

Since the first edition of this text was introduced in 1966, COBOL has gained wide acceptance as the most versatile business-oriented computer language in modern use. This revision contains several important modifications to the material of the original edition so that it is more up to date and useful than before. The number of problems has been increased, and all problems have been revised. Data-manipulative commands are now presented in a separate chapter apart from the arithmetic instructions. This simplifies topic discussion and makes possible an improved

question and exercise set. Solutions Manual. 267 pp./Paperbound/1970

FORTRAN LOGIC AND PROGRAMMING

By FRITZ A. McCAMERON

The purpose of this text is twofold. First, it provides a basic introduction to FORTRAN in business administration, and through the terminology and examples used, makes the nature of the language comprehensible to the business student. Second, it suggests the business uses to which a computer may be put.

This volume is designed for use as a text in any business course where FORTRAN is taught. It may be used alone in a one-hour course, or in a three-hour course where FORTRAN instruction constitutes a part of the material covered. It may be used with students at any level in college, although the higher-numbered problems in each chapter may prove rather difficult for a beginning student without some interpretation. Solutions Manual. 256 pp./Paperbound/1968

I. Using the Computer with FORTRAN II. The Nature of FORTRAN Data. III. Reading and Writing in FORTRAN. IV. FORTRAN Arithmetic. V. Basic Control Statements. VI. Advanced Control—The DO Statement. VII. Processing Data Arrays. VIII. Functions and Subroutines. IX. FORTRAN IV.

CASE STUDIES OF BUSINESS DATA PROCESSING SYSTEMS: Revised Edition

By GERALD WOHL, *Pace College*, and MICHAEL D'ANGELICO, *Bankers Trust Company, New York*

In this revision, Case Study No. 4 has been added to provide extensive and realistic illustration of a fairly complete accounts receivable system. System flow charts, record layouts, and detailed narrative descriptions of the eleven computer runs are included. This is a systems-oriented case study—the programming logic is not included—and a series of systems questions are provided. An appendix has been added on the use of an Edit Run and several of the original case studies have been slightly modified to provide a more realistic data processing situation. The objectives of this manual are the same as before, i.e., to provide a series of case studies that will: 1) improve overall systems understanding with realistic start-to-finish case studies; 2) provide a working knowledge of various documentation procedures appropriate for an EDP environment;

COMPUTER SCIENCE AND INFORMATION PROCESSING

and 3) illustrate the use of test data for both the initial system debugging procedures and also for possible use by auditors of the system. Instructor's Manual. 161 pp./8½" x 11", Paperbound/1970

THE COMPUTER—AN ACCOUNTING TOOL

By GERALD WOHL and HEINZ JAUCH, both of Pace College

This workbook or "practice kit" is designed to supplement any first year text in accounting, basic computer systems, and basic computer programming courses. Without requiring the use of an actual computer, the book contains a series of illustrations concerning the use of the computer in (1) adjustment entries and preparation of financial statements, (2) simple and extended payroll and related tax situations (3) inventory control situations, and (4) inventory valuations using lower of cost or market analysis. Instructor's Manual. 100 pp./8½" x 11", Paperbound/1965

THE USE OF GENERALIZED "PACKAGED" COMPUTER PROGRAMS

By GERALD WOHL

This manual is designed to provide a workbook supplement for several types of college courses including basic data processing concepts, basic auditing, basic COBOL, and basic IBM 360 computer courses. Its objectives are: 1) to illustrate the use of generalized "packaged" programs for accounting, auditing, and business management generally; 2) to provide a basic understanding of the flow charting and basic COBOL programming techniques (using IBM 360 COBOL in illustration); and 3) to provide a series of simple COBOL programs which can be run on the IBM 360 series of computers and with minor modifications, can be run on practically any available computer. 224 pp./8½" x 11", Paperbound/1967

INFORMATION PROCESSING SIMULATION MODEL

By THOMAS H. WILLIAMS, *The University of Texas*, JAMES WESLEY DESKINS, *University of Illinois*, and J. STANLEY FUHRMANN, *The University of Texas*

Information Processing Simulation Model is designed to assist the instructor of a beginning

accounting course in involving the student in procedures associated with an EDP system. It provides this involvement by asking students to analyze transactions using their knowledge of accounting principles and procedures, and then to code this analysis in accordance with the requirements and specifications of this particular computerized accounting system. Prior knowledge of computer programming is not necessary. Teacher's Manual. 64 pp./Paperbound, 8½" x 11"/1968

ACCOUNTING CASE WITH COMPUTER ADAPTABILITY

By ARTHUR W. HOLMES, *University of Cincinnati*, ROBERT A. MEIER, *California State College at Fullerton*, and DONALD F. PABST, *Wright State University*

This practice case may be used with any elementary accounting text, or in CPA training programs and computer programming institutions. It is a sophisticated version of the traditional accounting practice set with the unique feature of computer adaptability. If computer facilities and time are not available in the introductory course, *Accounting Case with Computer Adaptability* is designed so that it may be solved manually. The case is published in two books banded together. The Solutions Manual contains actual computer programs in FORTRAN IV. 67 pp./Paperbound, 8½" x 11"/1968

ACCOUNTING WITH THE COMPUTER: A Practice Case

By JOSEPH WYTHE WILKINSON, *Arizona State University*

This practice case contains three months of progressively more difficult transactions that challenge the student of accounting and lead him through a review of accounting principles. A variety of changes in accounting and business data processing methods occur during the three months to give the student a feeling for the dynamics of a modern business corporation. Transactions are processed by a computer program that also prepares the accounting statements, thereby relieving the student of tedious numerical work while introducing him to the fascination of the computer. Instructor's Manual. 8½" x 11", Paperbound/1969

SYSTEMS ANALYSIS Approach to Decision Edition

By CLAUDE McMINN, *Colorado*, and RICHARD L. McMINN, *Illigan State University*

The Revised Edition has been expanded in many ways longer than the previous edition. The new material in the original edition and the following has been added: 1) Systems analysis and iterative processes; 2) difference equations in systems; 3) matrix processes, their use in planning; 4) Matrix input-output analysis, linear programming; 5) Management of the inventory problem of uncertainty, including warehouses; 6) Further development of modeling systems and material is supplemented by additional exercises; 7) Program FORTRAN IV; and 8) Conditions Manual. 646 pp./1968

1. Systems and Models. 2. Introduction to Programming. 4. Value Processes. 5. The Inventory Problem. 6. Probability Concepts. 7. Uncertainty—Discrete Distribution. 8. System under Uncertainty. 9. Binomial and Poisson Processes. 10. Queueing Systems. 11. Matrix Methods. 12. Matrix Methods. 13. Matrix Methods. 14. Matrix Methods. 15. Matrix Methods. 16. Induction in "Total" Systems Simulation.

★MANAGING COMPUTER INFORMATION SYSTEMS

By JOHN DEARDEN, LAN, and WILLIAM LAN, *Graduate School of Business, Harvard University*

Managing Computer-Based Systems represents a significant contribution to the management of information systems. The text and cases, on which the book is based, reflect later studies in Management as applied to how computer-based management systems are constructed, opportunities and problems, and activity. The text includes a selection of cases written

COMPUTER SCIENCE AND INFORMATION PROCESSING

SYSTEMS ANALYSIS: A Computer Approach to Decision Models, Revised Edition

By CLAUDE McMILLAN, JR., *University of Colorado*, and RICHARD F. GONZALEZ, *Michigan State University*

The Revised Edition has been updated and expanded in many ways so that it is about 50% longer than the previous edition. Most of the material in the original edition has been retained and the following has been added: 1) Value analysis and iterative processes, and the use of difference equations in systems analysis; 2) Binomial processes, their use in reliability and production planning; 3) Matrix operations, including input-output analysis, Markov processes and linear programming; 4) More complete development of the inventory problem under conditions of uncertainty, including management of multiple warehouses; 5) Further development of concepts of modeling systems and systems theory; 6) Material is supplemented by appendices and additional exercises; 7) Program segments are in FORTRAN IV; and 8) Completely updated Solutions Manual. 646 pp./1968

1. Systems and Models. 2. Simulation. 3. Introduction to Programming. 4. Value Analysis and Iterative Processes. 5. The Inventory System under Certainty. 6. Probability Concepts. 7. The Inventory System under Uncertainty—Discrete Distributions. 8. The Inventory System under Uncertainty—Continuous Distributions. 9. Binomial and Poisson Processes. 10. Basic Queuing Concepts. 11. Process Generators. 12. Simulation of Queuing Systems. 13. Management Planning Models. 14. Matrix Methods. 15. Large-Scale Simulation Models and Methodologies. 16. Industrial Dynamics. 17. A Study in "Total" Systems Simulation. 18. Experimentation.

★MANAGING COMPUTER-BASED INFORMATION SYSTEMS

By JOHN DEARDEN, F. WARREN McFARLAN, and WILLIAM M. ZANI, *all of the Graduate School of Business Administration, Harvard University*

Managing Computer-Based Information Systems represents a significant departure from the original volume, *Management Information Systems: Text and Cases*, on which it is based. The new text reflects later studies in the field of Business Management as applied to the understanding of how computer-based management information systems are constructed and the management opportunities and problems associated with this activity. The text includes a completely new selection of cases written in the 1966-69 time

period and a number of outside readings to supplement the text material written by the authors. An Instructor's Guide is available. 709 pp./1971

1. Introduction. 2. Technological Considerations in Information Systems Design. 3. Information Systems Administration. 4. Information Systems for Operations Control. 5. Information Systems for Management Control. 6. Information Systems for Strategic Planning. 7. Information Systems Planning and Organization.

MANAGEMENT INFORMATION SYSTEMS: Text and Cases

By JOHN DEARDEN and F. WARREN McFARLAN

435 pp./1966

PLAID for INTRODUCTION TO DATA PROCESSING*

By C. ORVILLE ELLIOTT, *Western Illinois University*. Coordinating Editor: ROGER H. HERMANSON, *The University of Maryland*

This PLAID is organized into four main sections: Chapters 1-4 provide a background in data processing; Chapters 5 and 6 cover manual and mechanical techniques and aids that assist in the processing of data; Chapters 7 and 8 describe the punched card; and Chapters 9-20 are devoted to a coverage of the electronic computer (background, individual components and equipment, internal controls, flow-charting techniques, and decision-making factors). A final examination, with answers, is provided. This PLAID has supplementary use for courses in business data processing and is useful to anyone aspiring to improve his knowledge of electronic data processing. 140 pp./Paperbound/1970

*Published by Learning Systems Company

PLAID for FORTRAN: A Beginner's Approach*

By J. DANIEL COUGER, *University of Colorado*, and LOREN E. SHANNON, *Kaman Nuclear Corporation*

Designed to serve as a guide to FORTRAN IV, this PLAID may be used by a student with high school algebra to obtain a working knowl-

COMPUTER SCIENCE AND INFORMATION PROCESSING

edge of the language. It uses a problem orientation approach in which a method of solving the problem is presented, then FORTRAN IV principles are introduced to show how the problem would be processed by a computer. Questions and problems with answers are provided. This

PLAID has supplementary use for courses in FORTRAN IV computer programming and provides self-instruction for both students and professionals. About 175 pp./Paperbound/1971

Published by Learning Systems Company

★PRINCIPLES OF ECO

★PRINCIPLES OF ECO

By WILLIS L. PE
Minnesota

These two volumes re
concept in economic pr
backs that can be us
gether, they provide a
treatment of basic econ
application. Both volu
premise that economic
individual in making
economic decisions and in
laws, programs, and poli

A "down to earth" con
the study of economic
sacrifice of analytical rig
cliches. Both volumes a
tory and descriptive ma
age beginning student
application of principle
real-world decisions a
make-believe situations.

Basic objectives of both
prove understanding of
operates; 2) to help the s
standing of the major too
proved useful in making
solving economic problem
acquire a skill in using th
conduct economic analys

Principles of Economics:
the causes of unemploy
with what the governm
these problems. The Key
and employment is de
without money. The mo
fiscal and monetary pol
fects of government sp
money supply changes on
and prices in the econom
nical discussion of the
relating to economic grow

Principles of Economics:
with the behavior of con

ECONOMICS

★PRINCIPLES OF ECONOMICS: MACRO

★PRINCIPLES OF ECONOMICS: MICRO

By WILLIS L. PETERSON, *University of Minnesota*

These two volumes represent an entirely new concept in economic principles texts: *twin paperbacks* that can be used interchangeably. Together, they provide a compact, easy-to-read treatment of basic economic principles and their application. Both volumes are based on the premise that economics can be useful to the individual in making day-to-day personal economic decisions and in evaluating the various laws, programs, and policies of government.

A "down to earth" common-sense approach to the study of economics is provided, without sacrifice of analytical rigor or a reliance on vague clichés. Both volumes avoid excessive introductory and descriptive material that might discourage beginning students. In addition, in the application of principles, both volumes stress real-world decisions and problems, avoiding make-believe situations.

Basic objectives of both volumes are: 1) to improve understanding of how a market economy operates; 2) to help the student acquire an understanding of the major tools or principles that have proved useful in making economic decisions or solving economic problems; 3) to help the student acquire a skill in using these tools or principles to conduct economic analysis.

Principles of Economics: Macro is concerned with the causes of unemployment and inflation and with what the government can do to mitigate these problems. The Keynesian model of income and employment is developed both with and without money. The model is then applied to fiscal and monetary policy emphasizing the effects of government spending, taxation, and money supply changes on the level of employment and prices in the economy. Included is a nontechnical discussion of the problems and policies relating to economic growth.

Principles of Economics: Micro deals in large part with the behavior of consumers and producers.

The theories of consumer and producer behavior are developed and applied to specific examples, showing how consumers maximize satisfaction for a given expenditure and how producers minimize cost for a given output. Applications that lie in the realm of the student's own experience are stressed. The volume includes one chapter each on the nontraditional topics of the economics of education and the economics of research and development.

In both volumes the topics are arranged logically and sequentially. The style of writing is clear and concise, with numerous and detailed examples supplied to clarify abstract concepts and to demonstrate the application of these concepts to everyday problems faced by the student.

Principles of Economics: Macro and *Principles of Economics: Micro* are complementary to each other. Each is capable of standing alone or can be used in conjunction with any other principles text. They can be used interchangeably to meet the preferences of instructors who cover macroeconomics first, as well as those who cover microeconomics first. Together, these paperbacks may serve as a basic text for principles of economics courses offered to beginning undergraduates. If desired by the instructor, they can also be supplemented with any of the many "current economic issues" types of books that have been published in recent years.

A Teacher's Manual for each of these volumes is available to adopters. *About 275 pp. each/1971*

Macro: 1. Introduction to Macroeconomics. 2. Unemployment and Inflation. 3. Measures of National Output. 4. The Keynesian Model without Money. 5. The Demand for Money. 6. The Supply of Money. 7. The Keynesian Model with Money. 8. Fiscal Policy. 9. Monetary Policy. 10. Poverty and the Distribution of Income. 11. International Trade and Finance. 12. Economic Growth and Development.

Micro: 1. Introduction to Microeconomics. 2. Consumer Choice. 3. Product Demand. 4. Producer Choice. 5. Product Supply. 6. Demand and Supply in the Product Market. 7. Perfect Competition in the Product Market. 8. Imperfect Competition in the Product Market. 9. The Labor Market. 10. The Capital Market. 11. The Economics of Education. 12. The Economics of Research and the New Technology.

ECONOMICS

PRINCIPLES OF ECONOMICS

By ROYALL BRANDIS, *University of Illinois*

Exploring three facets of economics—theory, description, and policy—*Principles of Economics* includes material not usually covered at the introductory level: regional economics, population problems, rigorous treatment of the theory of economic growth and the integration of monetary and national income theory, manpower questions, and an historical overview of the U.S. economy.

The purpose of the book is to convince the student of the importance of economics, and that the subject can be mastered. Therefore, the writing style and construction have been planned to hold attention, a difficult section of analysis is not introduced without adequate preparation, theoretical analysis is always followed by discussion of a current policy problem to which the theory applies, supplementary footnotes and appendices are not used, many illustrations are used, and questions at the end of each chapter are designed to test comprehension and stimulate discussion. A separate Study Guide designed to complement the text was co-authored by Wayne A. Jesswein, University of Minnesota at Duluth, and James G. Wrone, the University of Illinois. Instructor's Manual. 712 pp./1968

PART I: Introduction. PART II: Macroeconomic Analysis and Policy. PART III: Problems of Growth and Change. PART IV: Microeconomic Analysis and Policy. PART V: International Economics. PART VI: Two Economic Systems and Government.

THE AMERICAN ECONOMY: Principles, Practices, and Policies, Sixth Edition

By C. LOWELL HARRISS, *Columbia University*

This Sixth Edition of one of the leading texts for introductory economics courses offers the elements of economic analysis and a description of the structure and functioning of the American economy. As before, *The American Economy* is noteworthy for its rich and vital writing style, its high degree of professional competence in handling economic content, and its skillful blend of description, analysis, and theory. The presentation of a *balanced* approach to controversial issues takes into account both theoretical and actual development in recent years.

All chapters have been reworked to utilize suggestions and experience in classroom use and to add to the clarity of expression. The new edition is modern in illustration, evidence, attitude, and

use of empirical materials as well as theory. Numerous sections of chapters have been largely recast with the goal, as in prior revisions, to take reasonably full advantage of recent thought and experience. An entirely new *Student's Workbook in Economics* prepared by the author provides far more material in much greater variety. Teacher's Manual. 1013 pp./1968

PART 1: Introduction. PART 2: Resources and Business Organization of the United States. PART 3: Money, Banking, Price Levels, and the Volume of Economic Activity. PART 4: Prices, Output, and the Allocation of Resources. PART 5: Distribution of Income. PART 6: Government Finance. PART 7: International Economics. PART 8: Economic Growth and Development.

ECONOMICS, Fourth Edition

By JOHN A. GUTHRIE and ROBERT F. WALLACE, *both of Washington State University*

The goal of the Fourth Edition of *Economics* is to present the solid foundation of theory, which is essential to understanding modern economic life, while giving simple and intelligible analysis. In revising, the authors have chosen, when limited by space, to emphasize main points of theory rather than to digress or explain dissenting theory. The text has been substantially rearranged and rewritten for more convenient classroom use. Chapters are complete in themselves so that the instructor may reverse the macroeconomic to microeconomic progression if desired. At all times theory is fully developed before applying it to policy problems or institutions. Instructor's Manual. 848 pp./1969

I. The Economic System and Some Basic Concepts. II. National Income, Money, and Stabilization Policy. III. Pricing and the Allocation of Resources. IV. The Distribution of Income. V. The Public Economy and Economic Growth. VI. International Trade and Policy. VII. Some Current Economic Problems.

ECONOMICS AND MAN, Third Edition

By JOHN S. GAMBS, *Professor Emeritus, Hamilton College*, and JEROME B. KOMISAR, *State University of New York at Binghamton*

Broad scope, "comparative method" of teaching, and excellent topical arrangement are features which have gained wide adoption for this basic textbook. Directed to students who probably will not have additional courses in economic principles, *Economics and Man* tries to foster suspended judgment and a mature and sophisticated outlook on economic problems rather than

demand a dogmatic recital of principles. It demonstrates how different economists have approached their tasks; it does not impose methods of thinking or working. Teacher's Manual. 517 pp./1968

PART I. Introduction. PART II. Standard Economic Theory. PART III. Issues of Public Policy. PART IV. Dissenting Economic Theory. PART V. Economic Growth.

THE CANADIAN ECONOMY: Organization and Development

By IAN M. DRUMMOND, *University of Toronto*

156 pp./Paperbound/1966

ECONOMICS: A General Introduction, Third Edition

By LLOYD G. REYNOLDS, *Yale University*

So extensively revised is this Third Edition of Reynolds' *Economics* that it could be viewed as a completely new volume. One third of the text is new writing, half the chapters have been heavily rewritten, and there are three new chapters. New ideas and research findings have been incorporated so that the text is both *intellectually* and *factually* up to date. All editorial and reviewers' comments have been carefully considered and innumerable small improvements have been made throughout. Emerging policy problems—poverty, economics of education and manpower development, economics of government production (including cost-benefit analysis), federal-state-local fiscal relations, reconversion problems after Vietnam, the "run on gold" and the new price system—have been given greater emphasis. All tables and other factual material have been updated through mid-1968.

The *Review Guide and Workbook* by John Arena and Richard Porter has been thoroughly revised. More test questions and other teaching aids are included in the combined Instructor's Manual which is again available to adopters. A *Booklet of Transparency Masters*, available to adopters, includes all charts and diagrams from the text plus 50 from outside sources, for a total of 255 visuals. The *Instructor's Manual* contains suggestions on course organization, comments on each chapter, test materials, reading lists, and answers to Part II of the *Review Guide and Workbook*. 852 pp./1969

I. Income, Employment, and Prices. II. Product Pricing and Resources Allocation. III. Factor Pricing and Income Distribution. IV. The Public Economy. V. The International Economy. VI. Economic Growth and Development.

CONTEMPORARY ECONOMIC ISSUES

Edited by NEIL W. CHAMBERLAIN, *Columbia University*

Urban problems, poverty, health services, higher education, transportation, population—these are some of the major economic issues of today. In this paperback, six outstanding specialists address themselves to these topics and the result is a compact, yet in depth study of today's most urgent economic problems. Thus, *Contemporary Economic Issues* provides an excellent supplement to a survey or general text in economics. Moreover, it is also extremely useful in numerous more advanced or specialized courses. Since the topics covered are of such immediate importance, it could well be required reading for all students of economics. 283 pp./Paperbound/1969

1. Wilbur R. Thompson, The Economic Base of Urban Problems. 2. Mary Jean Bowman, Poverty in an Affluent Society. 3. Herman M. Somers, Economic Issues in Health Services. 4. Allan M. Carter, the Economics of Higher Education. 5. William Vickrey, Current Issues in Transportation. 6. Richard A. Easterlin, Population.

AMERICAN ECONOMIC HISTORY: The Development of a National Economy, Third Edition

By LANCE E. DAVIS, *California Institute of Technology*, JOHNATHAN R. T. HUGHES, *Northwestern University*, and DUNCAN M. McDOUGALL, *University of Kansas*

The major objective of this text is to place economic history back into the core of the study of economics. The authors achieve this by using simple analysis to explain main patterns of America's economic development. In this Third Edition, the authors have changed their approach in line with modifications in the manner of teaching the subject. In place of the three chapters introducing economic theory in the first part of the text, is a single chapter which is a general discussion of the logic of economic analysis as it applies to the subject. The assumption is that teachers will provide their own illustrations of formal economic theory. In addition, all materials have been updated, and some new tables and

ECONOMICS

sections incorporating the results of recent research have been added. 463 pp./1969

I. THEORETICAL BACKGROUND TO THE STUDY OF ECONOMIC DEVELOPMENT. 1. Basic Concepts of Economic Analysis. II. THE DEMOGRAPHIC VARIABLE. 2. Increasing National Endowments: New Lands and Resources. 3. Population. 4. The American Labor Force. 5. The Entrepreneurial Factor. III. THE PUBLIC ECONOMY. 6. The Emergence of the Public Sector. 7. The Role of the Public Sector. IV. THE ACCUMULATION OF CAPITAL AND THE MOBILIZATION OF RESOURCES. 8. Saving and Investment. 9. Involuntary Saving: The Evolution of the Commercial Banking System. 10. Involuntary Saving: The Growth of Regulation. 11. Voluntary Saving: The Development of Non-bank Intermediaries and the Capital Market. 12. The Role of Foreign Saving in National Development. V. THE EXPANDING DIMENSIONS OF THE AMERICAN ECONOMY. 13. Aspects of Size in the National Economy. 14. Geographic Expansion and Urban Growth. 15. Transportation and Expanding Markets. 16. Foreign Trade. VI. STRUCTURAL CHANGE. 17. Technical Improvement, Industrial Location, and the Resource Base. 18. The Structure of Industry. 19. Agriculture: An Industry in Transition. VII. TRENDS AND FLUCTUATIONS IN AMERICAN GROWTH. 20. Measure of Economic Growth. 21. Fluctuations in Economic Activity. VIII. CONCLUDING REMARKS. 22. Overview and Conclusions.

ECONOMIC DEVELOPMENT OF THE UNITED STATES

By JOHN M. PETERSON, *University of Arkansas*, and RALPH GRAY, *DePauw University*

This text presents a brief analysis of America's economic growth from the point of view of economists. It is not a complete text on the "economic aspects" of total American history. Rather, it presents, in layman's language, an integrated story of America's economic growth from a colony to the richest industrial nation of the world. It draws upon recent scholarly studies of the growth of underdeveloped nations in modern times as well as upon the increasing volume of economic measures of the trends in the total American economy in the 19th Century. *Economic Development of the United States* demonstrates economic analysis in action, by explaining America's rise to industrial leadership. Thus students gain an appreciation for economic analysis and our national economy. Instructor's Manual. 565 pp./1969

1. Introduction. I. PREPARATIONS FOR GROWTH. 2. Rise of a Market Economy. 3. Political Foundations. 4. Industrial Revolution. II. START OF NATIONAL GROWTH (1783-1860). 5. Expanding Trade, 1783-1860. 6. Agricultural Surplus. 7. Rise of Manufacturing. III. SUSTAINED RAPID GROWTH (1860-1920). 8. The

Industrialization Process. 9. Transformation of the Economy. 10. Enlarged Role of Government. IV. ADJUSTING TO GROWTH (1920-current times). 11. The Changing Basis of Growth. 12. Growth and Instability. 13. Changing Structure: Business, Agriculture, and Labor. 14. Reactions to Growth: Individuals and Government. 15. Interregional and International Adjustments.

MANAGERIAL ECONOMICS: Text and Cases

By NEIL E. HARLAN, *Anderson, Clayton, & Co. Inc.*, CHARLES J. CHRISTENSON, and RICHARD F. VANCIL, *both of the Graduate School of Business Administration, Harvard University*

This volume is designed for basic text use in courses in Business Economics or Managerial Economics. It provides a means for the student to acquire skill in identifying real-world problems with relevant theory through practice. It also shows the application of economic concepts to the analysis of business decision problems. Instructor's Guide. 690 pp./1962

MANAGERIAL ECONOMICS: Text, Problems, and Short Cases, Third Edition

By MILTON H. SPENCER, *Wayne State University*

Managerial Economics integrates various principles and concepts from different fields of business administration through a variety of areas that relate to problems of economic decision making and policy formulation at the level of the firm. A substantial number of changes and improvements have been made in the Third Edition of this popular and widely adopted volume. Much new material has been added and previous difficult material has been rewritten and clarified. This book is aimed primarily at intermediate-level students in economics and business administration for whom an integrated training in these areas can be of value, both for academic and professional purposes. Instructor's Manual. 525 pp./1968

1. Introduction: Risk and Uncertainty. 2. Approaches to Management Decision Making and Theories of the Firm. 3. Forecasting. 4. Profit. 5. Demand. 6. Production. 7. Cost. 8. Advertising. 9. Pricing. 10. Antitrust. 11. Capital Budgeting. 12. Capital Management and Financial Policy. 13. Simulation. 14. Linear Programming and Economic Analysis.

THE ORGANIZATION OF INDUSTRY

By GEORGE J. STIGLER, *University of Chicago*

This scholarly study utilizes modern economic theory to explain the structure and behavior of industries and the public policies designed to improve and control them. Much empirical evidence is presented to test the theories proposed. 347 pp./1968

BUSINESS ECONOMICS: Principles and Cases, Fourth Edition

By MARSHALL R. COLBERG, *The Florida State University*, DASCOMB R. FORBUSH, *Clarkson College of Technology*, and GILBERT R. WHITAKER, JR., *Washington University*

A well-balanced combination of text and cases distinguishes this popular basic text for business or managerial economic courses. In the Fourth Edition, some elements of modern business decision theory are now included and there is fuller illustration of statistical derivation of demand curves. Optimal inventory theory has been added and there is a greater concentration on opportunity cost as seen by businessmen. Analysis of abandonment decision has been added and there is an expanded treatment of employment of human resources. Antitrust law and decisions are updated, including attention now paid to conglomerates. A great many new cases have been added, and less effective ones dropped. Teacher's Manual. 612 pp./1970

1. Uncertainty, Profits, and Business Decisions. 2. Forecasting Methods. 3. Demand Analysis for the Industry. Appendix. Statistical Measurement of Demand. 4. Demand Analysis for the Firm. 5. Cost of Production with Existing Plant. Appendix. Optimal Inventory Policy. 6. Investment Decisions and Long Run Cost. Appendix. The Abandonment Decision. 7. Capital Budgeting and Financing Capital Expenditures. 8. Employment of Human Resources. 9. Monopoly Prices and Regulation. 10. Antitrust Limitations on Business Decisions. Appendix. A Short Survey of Antitrust. 11. Price Differentials and Discrimination. 12. Price Strategies When Sellers Are Few. 13. Non-Price Strategies When Sellers Are Few. Appendix. Game Theory and Business Decisions. 14. Product Line Policies and Mergers. 15. Economics of Plant Location.

★FORECASTING METHODS

By ROGER K. CHISHOLM, *Northwestern University*, and GILBERT R. WHITAKER, JR., *Washington University*

Forecasting Methods is a small, technique-oriented book which can serve as a primary text in forecasting courses, a handbook for a businessman, or a reference book for courses not primarily using forecasting, but which require a source of forecasting techniques (e.g. marketing, managerial economics, microeconomics, and macroeconomics). It discusses forecasting techniques of several, though not all, types and is strong on methodology with specific applications to be developed by the user. A good bibliography of additional sources is included. This text is believed to be the only single source of this particular collection of methods of forecasting. About 350 pp./Paperbound/1971

1. Introduction. 2. Naive Forecasting Methods. 3. Polls or Survey Techniques. 4. Barometric or Indicator Forecasts. 5. Opportunistic Forecasting. 6. Forecasting with Input-Output Analysis. 7. Regression Analysis in Business Forecasting. 8. Additional Regression Problems and Techniques. 9. Forecasting: Art and Science.

THE INVESTMENT, FINANCING, AND VALUATION OF THE CORPORATION

By MYRON J. GORDON, *University of Toronto*

The purpose of this volume is to present a theory or a model for finding the investment and financing by a corporation that maximizes the value of its stock. The theory is developed, its validity is tested empirically, and its use by a corporation is illustrated. The neoclassical theory of capital is analyzed and compared with alternative theories of investment and of valuation. The level of the book is comprehensible to the student despite much mathematical notation. 270 pp./1962

★MONEY AND BANKING

By DOUGLAS FISHER, *University of Essex, England*

The principal aim of this text is to bring modern monetary economics—and monetary controversy—to the undergraduate. The general approach is the employment of microeconomic analysis in solving a wide range of monetary problems. The distinguishing features of *Money and Banking* are its theoretical approach—with

ECONOMICS

the subordination of much cumbersome institutional material—and its comprehensiveness. While it covers almost the entire range of monetary economics it is compact enough to be used in a one-semester course. The analysis has been restricted to algebra and is thus suitable for undergraduates. Nevertheless, the analysis is complete and there is a large variety of numerical examples to guide the student through the difficult sections. *Teacher's Manual. 438 pp./1971*

I. DOMESTIC MONETARY ECONOMICS. 1. An Introduction to the Analysis of Money and Banking. 2. Definitions: Money and the Price of Money. 3. The Demand for Money. 4. The Supply of Bank Money. 5. The Objectives and Instruments of Monetary Policy. 6. The Links between the Quantity of Money and the Economy. 7. Money and Development. 8. A Survey of American Monetary Policy from 1914. 9. Monetary Theory: An Introduction. II. CAPITAL MARKETS. 10. Financial Intermediaries. 11. The Term Structure of Interest Rates. 12. An Introduction to the Theory of Portfolio Choice. 13. The Economics of Stock Prices. 14. Some Implications of Uncertainty Analysis in Money and Banking. III. INTERNATIONAL MONETARY ECONOMICS. 15. The Elementary Principles of International Finance. 16. The Economics of Exchange Rates. 17. Reform of the International Payments Mechanism: A Debate. 18. The Economics of International Finance.

READINGS IN MONEY, NATIONAL INCOME, AND STABILIZATION POLICY, Revised Edition

Edited by WARREN L. SMITH and RONALD L. TEIGEN, *both of the University of Michigan*

The readings in this book are representative of the research and writing of the most prominent economic analysts in the area of monetary theory and stabilization policy. All articles were selected for readability at the advanced undergraduate level and are intended for use as supplementary materials. While the Revised Edition reflects the same approach and viewpoint as the first, there are a number of significant changes. The single chapter on domestic stabilization has been replaced by two dealing with fiscal policy and monetary and debt management policy. A new chapter on the coordination of policy has been added. *658 pp./Paperbound/1970*

1. The Theory of Income Determination. 2. Commercial Banking and Financial Intermediaries. 3. The Federal Reserve System. 4. Fiscal Policy. 5. Monetary Policy and Debt Management. 6. International Finance. 7. Coordination of Economic Policy.

FREEDOM IN THE AMERICAN ECONOMY

By THOMAS A. PETIT, *Kent State University*

The changing relationship between freedom and order in the American economy is the theme of this supplementary text. Its outstanding feature is its objective analysis of an important question that is usually dealt with only on an ideological basis: "Are we losing our economic freedom?" The strength of the book lies in its interdisciplinary approach. By utilizing concepts from anthropology, sociology, and political science, it is able to deal with the fundamental issue in a scientific way that is beyond the realm of orthodox economics. *315 pp./Paperbound/1964*

MONEY AND STOCK PRICES

By BERYL WAYNE SPRINKEL, *Harris Trust and Savings Bank, Chicago, Illinois*

The purpose of this volume is to develop a new and practical technique for improving the art of investment timing in common stock purchases and sales. In a broader sense, the text integrates the explanation of forces determining trends in equity prices with modern monetary theory. *Money and Stock Prices* will provide a useful supplement to traditional textbooks in the fields of monetary theory, business cycles, or investments at the undergraduate and graduate level. It will also be of interest to both amateur and professional investors. *216 pp./1964*

★MONEY AND MARKETS: A Monetarist View

By BERYL WAYNE SPRINKEL, *Senior Vice President and Economist, Harris Trust and Savings Bank, Chicago, Illinois*

Money and Markets: A Monetarist View is a completely revised and updated edition of *Money and Stock Prices*. The revisions and additional material incorporated into this new edition are so extensive that it is, in fact, a new book. The text begins with an introductory essay by Professor Milton Friedman of the University of Chicago, the man most responsible for the monetarist renaissance. The emphasis in the book is on developing the monetarist theory of aggregate demand and its implications for predicting business cycles, stock prices, bond prices, inflation, and economic growth. The monetarist approach is compared and contrasted with conventional Keynesian analysis. Careful attention is devoted to the banking system, monetary policy and factors

determining fluctuations in the money supply. This book develops and defends the thesis that understanding money illuminates many of the important economic issues of the day while providing useful insights into the task of managing personal investments. The book is illustrated with charts and tables. *About 200 pp./Paperbound/1971*

1. The Monetarists and the New Economists. 2. The Explanation in a Nutshell. 3. What Causes the Money Supply to Fluctuate? 4. Detecting and Measuring Monetary Change. 5. Money and Business Fluctuations. 6. Business Fluctuations and Indicator Aids. 7. Money and Inflation. 8. Money and the Bond Market. 9. Money and the Stock Market. 10. The Role of Money in Investment Policy. 11. Monetary Policy and the 1970's. 12. Summing It All Up.

INTERMEDIATE ECONOMIC ANALYSIS, Fifth Edition

By JOHN F. DUE, *University of Illinois*, and ROBERT W. CLOWER, *Northwestern University*

Written as a basic text for undergraduate courses in either theory or analysis, the Fifth Edition of this outstanding volume has been substantially revised to raise the level of the analysis, to eliminate material now covered more adequately in principles courses, and to improve the exposition. It provides a summary exposition of contemporary theory at a level intermediate between the beginning and the graduate courses. Although it is assumed that the student has had an introductory course in economics, basic fundamentals are reviewed. Each chapter concludes with selected references for further study and questions for analysis or examination. *494 pp./1966*

I. INTRODUCTION. 1. Nature and Functions of the Economic System. 2. Nature and Scope of Economic Theory. 3. Goals of Economic Units and Market Structure. II. COMMODITY PRICE AND OUTPUT DETERMINATION. 4. Demands Concepts. 5. The Theory of Consumer Behavior and the Determinants of Demand. 6. The Theory of Production. 7. Nature and Behavior of Cost. 8. Price and Output Determination under Conditions of Pure Competition. 9. Nonpurely Competitive Markets: Monopoly. 10. Nonpurely Competitive Markets: Monopolistic Competition. 11. Nonpurely Competitive Markets: Oligopoly. III. FACTOR PRICE DETERMINATION. 12. Introduction to the Theory of Factor Prices and Income Distribution. 13. Theory of Wages. 14. Capital Investment and Capital Budgeting. 15. The Theory of Interest. 16. Rents and Quasi Rents. 17. The Theory of Profits. IV. CONCLUDING PERSPECTIVES. 18. General Equilibrium. 19. Linear Programming. 20. Econometrics. 21. Welfare Economics.

ECONOMIC THEORY IN RETROSPECT, Revised Edition

By MARK BLAUG, *University of London Institute of Education*

Economic Theory in Retrospect is a study of the logical coherence and explanatory value of what has come to be known as orthodox economic theory. Its purpose is to teach contemporary theory in light of the mutual interaction between past and present economic thinking. The Revised Edition includes many substantive changes to increase its value for use as a basic or supplementary text in upper-division or graduate courses. *734 pp./1968*

DEVELOPMENT OF ECONOMIC ANALYSIS

By I. H. RIMA, *Temple University*

Reflecting the current trend toward greater interest in analysis and away from description, this book focuses on the development of economic theory. Emphasis is on the way in which efforts to explain economic phenomena resulted in the forging of analytical tools and concepts which were subsequently refined, and sometimes rediscovered or discarded, by later thinkers. This development of economic concepts and tools is presented chronologically in terms of the individual writers or schools and the events and problems associated with them.

This book may be used as a basic text for courses in the history of economic theory, or as a supplementary text for courses in contemporary economic theory or intermediate economic theory. Valuable for two-semester advanced undergraduate courses, it may also be used in MBA programs. *438 pp./1967*

ECONOMIC ANALYSIS

By C. E. FERGUSON and CHARLES MAURICE, *both of Texas A & M University*

This text covers the fundamentals of price theory in a simple presentation which does not sacrifice analytical content or correctness. It first presents the mechanics of demand and supply, then analyzes their determinants and how they determine price. The theoretical underpinnings of demand and consumer behavior are treated next, followed by theories of cost and production. All of these analytical tools are combined into the theory of the firm, perfect competition, and pure

ECONOMICS

monopoly. Some intermediate market structures are analyzed with particular emphasis upon market solutions to oligopoly problems—cartels, price leadership, etc. The text concludes with treatments of distribution theory and welfare implications. Throughout analytical exercises use the tools developed to examine real world problems. There are many summaries and student exercises. No previous economics required. 302 pp./1970

1. Scope and Methodology of Economics. 2. Demand and Supply. 3. Theory of Consumer Behavior: Tools of Analysis. 4. Theory of Consumer Behavior: Comparative Statics. 5. Theory of Production. 6. Theory of Cost. 7. Theory of Price in Perfectly Competitive Markets. 8. Theory of Price under Pure Monopoly. 9. Theories of Price under Imperfect Competition. 10. Theory of Distribution. 11. Welfare and Competition.

★ WELFARE AND COMPETITION, Revised Edition

By TIBOR SCITOVSKY, *Stanford University*

While discussing the strengths and weaknesses of the market economy in simple and understandable terms for the non-specialist, non-mathematical reader, Scitovsky provides a discourse of price theory in conjunction with welfare economy. This Revised Edition has been enlarged, and although the subject matter, organization, and general approach of the book have been relatively unaffected, significant changes have been made. Part III is entirely new. Five chapters deal with consumer rationality, inequality of distribution, and the nature and problems of public goods, collective choice, and externalities. In other parts of the book the treatment of consumer behavior, production, and capital has been expanded and some new sections, paragraphs, and notes have been added, especially in Chapters 3, 6, 9, 21, 25, and 26. *About 500 pp./1971*

I. INTRODUCTION. 1. The Subject Matter of Economics. 2. The Market. II. THE PRICE TAKER'S BEHAVIOR AND PERFECT COMPETITION. 3. The Consumer. 4. The Consumers' Market and the Notion of Economic Efficiency. 5. The Worker and the Efficiency of the Labor Market. 6. The Firm. 7. The Firm: The Market Behavior of the Firm. 8. The Efficiency of Production. 9. Capital. 10. The Stability of Perfect Competition. III. IRRATIONALITY, INDIVISIBILITY, INEQUALITY. 11. Consumer's Sovereignty and Rationality. 12. The Indivisibility of Factors of Production. 13. The Indivisibility of Products. 14. Externalities. 15. Equity and the Distribution of Income. IV. THE PRICE MAKER'S BEHAVIOR AND FREE COMPETITION. 16. The Principles of the Price Maker's Behavior. 17. The Stability of the Price Maker's Behavior. 18. The Profit Margin. 19. The Cost of Production.

20. The Conditions of Free Competition. 21. The Efficiency of Free Competition. V. RESTRICTED COMPETITION. 22. The Forms and Nature of Restricted Competition. 23. Competition in the Uninformed Market. 24. Bargaining and Bilateral Monopoly. 25. The Efficiency of Restricted Competition. 26. The Role of the State.

MODERN ECONOMIC ORGANIZATION

By RICHARD E. LOW, *St. John's University*

Modern Economic Organization is primarily for industrial organization courses and is also appropriate for law school courses in antitrust and trade regulation. This text differs from others on the subject in a number of significant ways: the quality and advertising variables are treated not as the enemies of the price variable, or as its successors, but as equals in approach and importance; many new legal fields of direct relevance to industrial organization are introduced; several areas of microeconomic theory, outside customary price theory, are worked into the material where relevant; and the economic and legal material are integrated. 532 Ppp./1970

I. THE ECONOMIC AND LEGAL FRAMEWORK. 1. Price Theory and the Four Market Structures. 2. The Nature of Competition. 3. The Legal Environment of Capitalism. II. STRUCTURE. 4. Concentration. 5. Product Differentiation. 6. Economies of Scale. 7. Entry Conditions. III. CONDUCT. 8. Conduct Variables: Price, Quality, Advertising. 9. Conduct Analysis in Modern Markets. 10. Competitive Techniques and Practical Policies. IV. PERFORMANCE. 11. Performance Criteria. V. ANTITRUST AND GOVERNMENT. 12. Antitrust and the Rule of Reason. 13. The Sherman Act. 14. The Clayton and Federal Trade Commission Acts. 15. Legal limits on Competition. VI. CONCLUSIONS. 16. Future Prospects: Theory and Policy.

MICROECONOMIC THEORY, Revised Edition

By C. E. FERGUSON, *Texas A & M University*

This Revised Edition contains detailed treatments of topics that are usually omitted or covered only briefly in other texts, such as an algebraic and graphical discussion of general equilibrium theory, and graphical coverage of welfare economics. Though graphical analysis is utilized almost exclusively, footnotes provide a relatively complete mathematical treatment of the principal theories discussed. Following are the changes made in the Revised Edition: 1. A new chapter on linear programming. 2. Questions and problems follow each chapter. 3. The chapters on production and costs and on theory of

distribution have been expanded. 4. The graphs throughout have been enlarged, and the organization of tables and graphs with text has been materially improved. 5. All mathematical footnotes have been expanded. 536 pp./1969

I. THEORY OF CONSUMER BEHAVIOR AND DEMAND. 1. Theory of Utility and Preference: An Historical Approach. 2. Modern Theory of Consumer Behavior. 3. Topics in Consumer Demand. 4. Characteristics of Market Demand. II. THEORY OF PRODUCTION AND COST. 5. Production with One Variable Input. 6. Production and Optimal Input Proportions: Two Variable Inputs. 7. Theory of Cost. III. THEORY OF THE FIRM AND MARKET ORGANIZATION. 8. Theory of Pricing in Perfectly Competitive Markets. 9. Theory of Price under Pure Monopoly. 10. Theory of Pricing under Monopolistic Competition. 11. Theories of Price in Oligopoly Markets. 12. Linear Programming: An Approach to Decision Making in Government and Business. IV. THEORY OF DISTRIBUTION. 13. Marginal Productivity Theory of Distribution in Perfectly Competitive Markets. 14. Theory of Employment in Imperfectly Competitive Markets. V. THEORY OF GENERAL EQUILIBRIUM AND ECONOMIC WELFARE. 15. Theory of General Economic Equilibrium. 16. Theory of Welfare Economics. Advanced Reading. Appendix.

MICROECONOMIC ANALYSIS

By CLIFF LLOYD, *State University of New York at Buffalo*

Microeconomic Analysis is designed as a basic text for courses in intermediate price theory, advanced price theory, and price theory taught in graduate schools. It contains a development of the theory of consumer equilibrium, the theory of cost production, the theory of the firm, and the theory of general equilibrium and Pareto optimality. These subjects are carefully unified to give the student an integrated view of microeconomics as a single topic rather than as a group of topics. The arguments are developed with words as far as possible; then, mathematics is introduced (in appendices). A carefully explained development of all the mathematics employed (beyond differential calculus) is provided.

The book requires no previous economics and if the reader understands differential calculus, he should be able to read current journal articles on microeconomics when he finishes the book. 285 pp./1967

Introductory Comment. PART I. CONSUMER EQUILIBRIUM AND THE THEORY OF EXCHANGE. 1. The Theory of Consumer Equilibrium, Mathematical Appendix to Chapter 1. 2. The Theory of Exchange and Pareto

Optimality. PART II. THE THEORY OF PRODUCTION AND COSTS. 3. The Theory of Least Cost Production, Mathematical Appendix to Chapter 3. 4. Cost Curves and How They Bend. PART III. THE THEORY OF MARKET FORMS. 5. Competitive Markets, Mathematical Appendix to Chapter 5. 6. Monopolistic Markets, Mathematical Appendix to Chapter 6. 7. Life Among the Oligops. 8. Payments to Factors of Production, Mathematical Appendix to Chapter 8. PART IV. ALL TOGETHER NOW. 9. The General Equilibrium of the Entire System. 10. Summary and Overview.

MACROECONOMICS

By WARREN L. SMITH, *University of Michigan*

Published in the Irwin Series in Economics, this new volume is designed as a basic text for courses in Macroeconomics. It is divided into five major sections. Part I covers the measurement of macroeconomic variables and includes two chapters on the national income and product accounts. Part II is on aggregate demand and income determination and is followed by Part III on prices, wages, and employment. Part IV covers economic growth, an important and timely subject. The final part of the book, Part V, is "National Income, International Trade, and the Balance of Payments." 547 pp./1970

1. Introduction. I. MEASUREMENT OF MACROECONOMIC VARIABLES. 2. The National Income and Product Accounts: I. 3. The National Income and Product Accounts: II. 4. Measurement of Employment, Unemployment, and the Price Level. II. AGGREGATE DEMAND AND INCOME DETERMINATION. 5. The Determinants of Consumer Expenditures. 6. Income Determination with Autonomous Investment. 7. The Short-Run Dynamics of Income Change. 8. Investment I: The Marginal Efficiency of Investment. 9. Investment II: The Dynamics of Investment. 10. Investment: Sources and Costs of Investment Financing. 11. The Demand for Money. 12. Macroeconomic Equilibrium. 13. Further Analysis of an Economy with a Simple Monetary Sector. 14. Some Refinements of Aggregate Demand Theory. III. PRICES, WAGES, AND EMPLOYMENT. 15. Price Flexibility and Employment. 16. Inflation. IV. ECONOMIC GROWTH. 17. Maintaining Full Employment in a Growing Economy. 18. Capital Accumulation and Economic Growth: Two Simple Models. 19. More Complex Models of Economic Growth. 20. Growth Policy. V. NATIONAL INCOME, INTERNATIONAL TRADE, AND THE BALANCE OF PAYMENTS. 21. The International Monetary System and the Balance of Payments. 22. Relations between Domestic Economic Activity and International Trade. 23. Methods of Dealing with Balance-of-Payments Disequilibria. 24. Problems of the International Monetary System.

ECONOMICS

INTRODUCTION TO MACROECONOMIC THEORY, Third Edition

By GERALD SIRKIN, *The City University of
New York*

Designed as a basic text for one-semester courses in introductory macroeconomic theory or analysis or for supplementary use in monetary economics and public finance courses, this Third Edition has a number of important changes. 1) The chapter on investment has been completely revised and expanded with derivation of investment demand function made more vigorous, and permanent output theory of investment introduced. 2) The chapter on income fluctuations has been completely revised to reflect the changes in investment theory described in the investment chapter, and to reflect changing views about the inherent stability of the economy and the causes of fluctuations. 3) Revisions in other chapters including: addition of the derivation of the aggregate supply function, a new analysis of credit rationing, recent wage-price studies, a discussion of wage-price guideposts, and a discussion of flexible exchange rates. 316 pp./1970

I. FUNDAMENTALS. 1. National Income Accounting. 2. Some Basic Concepts. 3. An Economic Skeleton. II. THE DETERMINATION OF AGGREGATE DEMAND. 4. Personal Consumption. 5. Private Domestic Investment. 6. Public Demand. 7. Money and Aggregate Demand. III. PROBLEMS AND POLICIES. 8. Income Fluctuations. 9. Inflation. 10. Growth in an Advanced Economy. 11. International Aspects of Income Analysis. 12. Macroeconomic Policies.

★MACROECONOMICS: Fluctuations, Growth, and Stability, Fifth Edition

By MAURICE W. LEE, *University of North
Carolina*

The Fifth Edition of this widely used text has a modern cast, providing both student and instructor with a capacity to understand and deal with the primary issues of the macroeconomy in the early part of the 1970's. A new chapter, "Money and the Real Economy," gives special emphasis to the renewed interest in this topic given by Friedman and his followers. There is a new introduction emphasizing challenges to the economy—the imperative need to improve macroeconomic efficiency if we are to approach solutions to the problems now challenging the economy. Substantial revisions have been made in such areas as the classical and neoclassical precursors

of modern macroeconomic theory; national income; consumption, saving, and investment; historical material; fiscal and monetary policy; and direct controls. About 635 pp./1971

I. INTRODUCTION. 1. Introduction. II. THE VARIETY OF ECONOMIC FLUCTUATIONS. 2. The Nature of Cyclical Fluctuations. 3. The Nature of Seasonal Economic Fluctuations. 4. Economic Growth: Long-Term Movements. III. THE HISTORICAL RECORD. 5. Economic Fluctuations before 1920. 6. Economic Fluctuations in the 1920's. 7. Economic Fluctuations in the 1930's. IV. THE THEORETICAL ANALYSIS OF ECONOMIC FLUCTUATIONS. 8. The Origins of Modern Cycle Theory: Smith to Hobson. 9. Cycle Theory: The Origins of Modern Macroeconomics. 10. The Emergence of Modern Macrotheory. 11. Savings and Investment in Modern Macrotheory. 12. Investment, Savings, and Consumption Interrelations. 13. Money and the Real Economy. 14. Recent Trends in Macroeconomic Theory. V. ECONOMIC STABILIZATION. 15. Considering the Stabilization Concept. 16. Fiscal Policy. 17. Monetary Policy and Debt Management. 18. Direct Controls. 19. The Administration of Economic Stabilization. VI. THE MODERN PRACTICE OF STABILIZATION. 20. The Postwar Era to the Cycle Peak in 1960. 21. The Long Cycle, 1961-70. VII. MACROECONOMIC FORECASTING. 22. Macroeconomic Forecasting. 23. Recent Trends in Macroeconomic Forecasting.

AGGREGATE ECONOMICS AND PUBLIC POLICY, Third Edition

By BARRY N. SIEGEL, *University of Oregon*

Intended for one-semester courses in national income analysis and intermediate or advanced economic theory, this Third Edition has been revised and completely updated. There have been a number of important changes: 1) material on national income accounting has been shortened and simplified; 2) two chapters on consumption function have been completely rewritten, with an updating of reports on empirical literature; 3) Chapter 8, The Formal Theory of Investment, has been completely written from a new point of view, stressing comparison between present value of an investment versus its supply price; 4) a new final chapter on recent controversies between monetarists and the "New Economists" has been added; 5) and in the chapter on policy a new section on the theory of economic policy stresses the relation between "policy instruments" and "policy targets." 387 pp./1970

1. Introduction to Aggregate Economic Analysis. 2. National Income Measurement. 3. Classical Macroeconomics. 4. An Expenditure Model of National Income. 5. Expansion of the Simple Model. 6. Consumption (I). 7. Consumption (II). 8. The Formal Theory of Investment. 9. Additional Elements in the Theory of Invest-

ment. 10. The General Theory of Aggregate Demand. 11. Contrasts between Keynesian and Classical Economics: The Theory of Employment. 12. National Income and the Price Level. 13. Inflation. 14. The High Theme of Economic Progress. 15. Aggregate Theory and Public Policy. 16. The Burden of Stabilization. 17. Recent Controversies in Aggregate Economics—The Monetarists vs the "New Economists."

GOVERNMENT FINANCE: Economics of the Public Sector, Fourth Edition

By JOHN F. DUE, *University of Illinois*

Economic analysis rather than description is the focus of *Government Finance*. The Fourth Edition contains virtually no material taken directly from the previous edition. There is now more stress on governmental expenditures, with inclusion of considerable material on governmental decision making. Additionally, there is more attention given to cost-benefit analysis, program budgets, and PPBS. Chapters on the various forms of revenues, building from the economic effects chapters, deal exclusively with policy questions. Extensive historical, descriptive, and institutional detail is minimized to provide a more expansive treatment of public finance in terms of economic analysis. 499 pp./1968

PROBABILITY AND PROFIT: A Study of Economic Behavior Along Bayesian Lines

By WILLIAM J. FELLNER, *Yale University*

Interpreting statistical inference as belonging in the theory of decision-making, *Probability and Profit* discusses the advantages of neo-Bayesian techniques over conventional ones. From the subjective-probabilistic foundations, the book develops the elements of an economic theory of profit and analyzes three basic problems of microeconomic theory with the aid of the resulting concepts of profit. Courses: economic theory, managerial economics, and probability-statistics at advanced undergraduate or graduate levels. 249 pp./1965

★MODERN PUBLIC FINANCE: The Study of Public Sector Economics, Revised Edition

By BERNARD P. HERBER, *University of Arizona*

In this Revised Edition, as in the methodological approach used in the previous edition, the author

provides a symmetrical framework which comprehensively includes both the revenue-gathering and expenditure sides of the budget, the concepts of both intersector and intergoal neutrality, and the performance of the aggregate public sector. The amount of institutional material and the number of specific examples have been increased in order to better supplement the discussion of theoretical concepts. Tables are updated and recent legislation such as the federal Revenue Act of 1969 is incorporated into the material. Numerous recent contributions to the literature have been assessed and applied, where relevant. A number of new chapters have been added and the order of presentation of some materials has been changed to aid comprehension. About 525 pp./1971

I. PUBLIC GOODS AND PUBLIC SECTOR DECISION-MAKING. 1. Resource Scarcity and Intersector Allocation. 2. The Concept of Public Goods. 3. Techniques of Public Sector Resource Allocation. 4. Welfare Economics and Public Sector Decision-Making. 5. Welfare Politics and Public Sector Decision-Making. 6. Fiscal Rationality Criteria. II. PUBLIC SECTOR REVENUES. 7. Principles of Tax Equity. 8. Personal Income Tax-1. 9. Personal Income Tax-2. 10. Corporation Income Tax. 11. Sales Taxes. 12. Property Tax. 13. Death, Gift, and Other Taxes. 14. The Financing of Quasi-Public Goods: Earmarked Taxes, User Prices, and Administrative Revenues. III. THE PUBLIC SECTOR BUDGET. 15. Fiscal Institutions and Budget Concepts. 16. The Aggregate Public Sector Budget: Intergovernmental Fiscal Relations in the American Federation. 17. Public Sector Growth: Empirical Evidence and Theoretical Analysis. 18. Efficiency in Public Sector Budgeting: The PPBS Approach and Cost-Benefit Analysis. 19. Distributional Incidence of the Public Sector Budget. IV. THE PUBLIC SECTOR AND AGGREGATE ECONOMIC PERFORMANCE. 20. Aggregate Performance in a Market Economy and the Need for Fiscal Policy. 21. Techniques of Fiscal Policy. 22. Fiscal Policy Norms. 23. Public Sector Debt. V. SELECTED TOPICS IN PUBLIC SECTOR ECONOMICS. 24. The Public Sector and Poverty in the United States. 25. Urban and Regional Economic Problems and the Environmental Crisis. 26. The Public Sector around the World.

THE PUBLIC FINANCES: An Introductory Textbook, Third Edition

By JAMES M. BUCHANAN, *Virginia Polytechnic Institute*

As in previous editions, this Third Edition maintains a positive approach throughout and provides the student with an elementary description of the existing fiscal structure, along with the essential tools he needs to analyze the separate elements in this structure. The section on fiscal policy has been replaced by a new part consisting

ECONOMICS

of four wholly new chapters on the fiscal decision process. In addition, there is a new treatment of redistribution as a public good, a discussion of the Johnson explosion in federal spending, and an introduction of potentialities of the taxpayer revolution. There are numerous new sections and parts of chapters introduced to reflect emerging topics of fiscal interest and importance and all data have been updated including a general rewriting of analysis. 509 pp./1970

I. The Public Economy. II. Social Goals and Fiscal Institutions. III. The Fiscal Decision Process. IV. Federal Expenditures. V. Federal Taxation. VI. The National Debt. VII. State and Local Fiscal Systems. VIII. Intergovernmental Fiscal Relations. IX. Taxes, Utility Rates, and User Prices. X. Conclusion.

★PUBLIC POLICIES TOWARD BUSINESS, Fourth Edition

By CLAIR WILCOX, *late of Swarthmore College*

As in the previous edition, this revision retains the same approach of giving equal emphasis to the economic and political aspects of the policies it examines. In balance, it gives equal attention to the major types of public policy toward business activity. Its general theme is an appraisal of the comparative merits and demerits of these policies in the light of past experience, from the standpoint of their consequences for the general welfare. A new chapter has been added dealing with the rapidly growing field of communications and its regulation. Much material has been rewritten and all of it has been brought up to date. New sections covering recent developments have been inserted including conglomerate combinations and antimerger guidelines, copyright reform, regulation of cable television, public broadcasting, quality of power service, regulating field price of natural gas, railway passenger service, reform of post office, truth in packaging, truth in lending, automobile safety, regulation of cigarette advertising, control of water and air pollution, and subsidization of supersonic transport. Teacher's Manual. 879 pp./1971

I. GOVERNMENT AND BUSINESS. 1. Public Control of Business. 2. Methods and Limits of Control. II. CONTROLLING MONOPOLY BY MAINTAINING COMPETITION. 3. The Antitrust Laws. 4. The Task of Antitrust. 5. Enforcement of Antitrust. 6. Collusion and Oligopoly in the Courts. 7. Monopolization and Mergers in the Courts. 8. Patents, Trademarks, and Copyrights. 9. Exclusion and Discrimination. 10. Delivered Pricing. 11. Antitrust Appraised. III. CONTROLLING MONOPOLY BY REGULATION. 12. The Task of Regulation. 13. The Rate Level. 14. The Rate Structure. 15. Regula-

tion of Public Utilities. 16. Regulation of Transport Monopoly. 17. Regulation of Transport Competition. 18. Regulation of Communications. 19. Regulation of Broadcasting. 20. Regulation Appraised. IV. CONTROLLING MONOPOLY BY PUBLIC ENTERPRISE. 21. Fields of Public Enterprise. 22. Public Power Projects. 23. Government Monopolies: The Post Office; Atomic Energy. 24. Public Enterprise Appraised. V. SETTING THE PLANE OF COMPETITION. 25. Protecting Consumers against Fraud. 26. Protecting Investors against Fraud. 27. Conserving Natural Resources. VI. MODERATING COMPETITION. 28. Departures from Antitrust. 29. Curbing Competition in Distribution. 30. Government and Labor. 31. Government and Agriculture. 32. Compulsory Cartels. 33. Promotion and Subsidization. VII. WHICH CONTROLS? 34. How To Control Monopoly? 35. How Much Competition?

TOWARD SOCIAL WELFARE: An Analysis of Programs and Proposals Attacking Poverty, Insecurity, and Inequality of Opportunity

By CLAIR WILCOX

In addition to its use in economics courses, this text may also be used in sociology courses and to some extent in political science courses. It deals with current social, economic, and political problems that are on the front page of the daily newspaper. It is concerned with such matters as school desegregation, fair employment practices, and open housing; with Medicare and changes in social security; with aid to families with dependent children, proposals for children's allowances and the negative income tax, with urban renewal and job creation, with the "war on poverty" and birth control. The book is not a technical book in economics. Where economic analysis is introduced, the treatment is simple and non-technical. It can be understood by laymen or by teachers or students who have no formal training in economics. 416 pp./1969

I. THE PROBLEMS. 1. Inequality in Income and Wealth. 2. Poverty. 3. Insecurity. 4. Inequality of Opportunity. II. ATTACKS ON INSECURITY. 5. Private Provision for Security. 6. Social Security. 7. Occupational Injury and Unemployment. 8. Old Age, Survivorship, and Disability. 9. Medical Care. III. ATTACK ON INEQUALITY OF OPPORTUNITY. 10. Educational Opportunity. 11. Employment Opportunity. 12. Political and Social Opportunity. IV. ATTACKS ON POVERTY. 13. Minimum Wages. 14. Public Assistance. 15. Income Supplements. 16. Housing. 17. Job Creation and Area Development. 18. Labor Markets and Manpower Development. 19. Birth Control. 20. "The War on Poverty." V. THE PROSPECTS. 21. The Strategy and the Feasibility of Welfare.

**THE ECONOMICS OF REGULATION:
Theory and Practice in the
Transportation and Public Utility
Industries, Revised Edition**

By CHARLES F. PHILLIPS, JR., *Washington
and Lee University*

This text concentrates on the theory and practice of regulation and on current regulatory problems in the public utility and transportation fields. The economic, legal, and political aspects of commission regulation are combined in a balanced treatment. In the Revised Edition, all data are current as of early 1968, including recent commission and court decisions. There is increased emphasis upon economic analysis of various regulatory problems and issues and somewhat greater emphasis upon transportation problems and issues. The concluding chapter has been expanded with new material on performance goals of regulation. 789 pp./1969

I. The Economic, Legal, and Administrative Concepts of Regulation. II. The Theory of Regulation. III. The Regulated Industries. IV. An Appraisal and a Challenge.

**PUBLIC REGULATION OF BUSINESS,
Revised Edition**

By DUDLEY F. PEGRUM, Professor Emeritus,
U.C.L.A.

This volume is designed for basic text use in such courses as government and business or government regulation of business. Broad in scope and dealing with industry in general, transportation and public utilities, *Public Regulation of Business* examines the economics of regulation in the institutional setting of the United States and the private enterprise system. It also deals with the growth and structure of the American system as well as with the issue of concentration and the scale of enterprise. A carefully balanced presentation of economic principles as applied to business regulation is provided. 787 pp./1965

**SELECTED ANTITRUST CASES:
Landmark Decisions, Third Edition**

By IRWIN M. STELZER, President, *National
Economic Research Associates*

To give students an opportunity to obtain a clear understanding of our antitrust laws, this supplementary text provides a unique compilation of cases revealing concrete "real world" problems. Decisions have been edited to manageable pro-

portions, though the lasting significance is preserved. In all, the original language of the court has been retained. Each of the book's five sections is interrelated. The cases will correlate with leading texts in the field, including the Irwin books by Wilcox and Pegrum. 326 pp./Paperbound/1966

**ECONOMICS OF TRANSPORTATION,
Sixth Edition**

By D. PHILIP LOCKLIN, Professor Emeritus,
University of Illinois

Economics of Transportation continues to meet the need for a broad economic study of all forms of transportation, dealing not only with internal characteristics of the industry, but also with its role in the economic life of present-day America. It is well suited for basic text use for courses of either one or two semesters. The Sixth Edition brings the factual material up to date, notes significant developments in the industry, and shows changes in public policy as they are reflected in new legislation, in decisions of the regulatory bodies, and in decisions of the courts. In general, the outline of the previous editions has been preserved, with expansion in some areas, condensations or deletion in others, and careful reexamination of all areas. 894 pp./1966

1. Economic Significance of Improved Transportation.
2. The Transportation System of the United States.
3. Freight Rates and Prices. 4. Freight Rates and the Location of Industries and Market Centers. 5. Before Railroads. 6. The Era of Railroad Building. 7. The Railroad System of the United States. 8. The Theory of Railroad Rates. 9. Railroad Rate Structures. 10. Beginning of Railroad Regulation. 11. Federal Legislation, 1887-1920. 12. The Transportation Act of 1920. 13. Railroad Legislation since 1920. 14. The Agencies of Control. 15. Railroad Competition and its Control. 16. The Railroad Rate Level. 17. Fair Value and Rate of Return. 18. The Weak-and-Strong-Road Problem. 19. Reasonableness of Rates on Particular Commodities. 20. Reasonableness of Rates Between Particular Points. 21. Personal Discrimination. 22. Long-and-Short-Haul Discrimination. 23. Discrimination Between Places and Commodities. 24. Railroad Accounts and Accounting Regulation. 25. Railroad Finance and Financial Regulation. 26. Railroad Service and Service Regulation. 27. Government Ownership and Operation of Railroads. 28. Pipelines. 29. Highway and Highway Finance. 30. Highway Transportation. 31. Development of Motor-Carrier Regulation. 32. Problems and Policies in Motor-Carrier Regulation. 33. Water Transportation. 34. Regulation of Water Transportation. 35. Air Transportation. 36. Regulation of Air Transportation. 37. Transport Coordination and Interagency Competition. 38. Transport Coordination and Interagency Competition (cont'd).

ECONOMICS

TRANSPORTATION:

Economics and Public Policy, Revised Edition

By DUDLEY F. PEGRUM, Professor Emeritus,
U.C.L.A.

Emphasis throughout this volume is on the application of economic principles to transportation and its problems. In the past, theory as applied to transportation has lagged behind description, details of operation, and regulation. This text presents a *unified* picture of the industry including major issues of national policy, the functions of the various industry agencies, and regulation and its administration. Every chapter of the original edition has been revised to offer the most up-to-date information on practices, policies, and problems. The design is for one or two-semester courses in economics of transportation, national transport policy, and traffic management. 700 pp./1968

PART I. THE TRANSPORT SYSTEM. 1. Transportation and the Economy. 2. Elements of a Modern Transport System. 3. Development of Transportation in the United States. 4. Transport Geography. 5. Transport Services. PART II. ECONOMICS OF TRANSPORT PRICING. 6. The Economic Structure of Transport. 7. The Theory of Pricing. 8. Theory of Pricing for Transport. 9. The General Level of Rates. 10. Rate-Making in Practice. PART III. THE REGULATION OF TRANSPORT. 11. The Agencies of Regulation. 12. The Foundations of Transport Regulation. 13. Railroad Regulation since World War I. 14. The Regulation of Motor Transport. 15. Regulation of Air, Water, and Pipeline Transportation. PART IV. NATIONAL TRANSPORTATION POLICY. 16. Transportation as a National Problem. 17. Competition and Regulation in Transportation. 18. Consolidation and Integration. 19. Financing Transportation. 20. The Special Problem of Labor. 21. Regulation and Administration in Transport Policy. PART V. URBAN TRANSPORT. 22. The Urban Transportation Problem. 23. Transport Terminals. 24. Proposed Solutions to the Urban Transport Problem.

STATISTICAL METHODS IN ECONOMICS

(see p. 116)

By HAROLD W. GUTHRIE, *University of Illinois*

382 pp./1966

ECONOMICS OF AGRICULTURAL PRODUCTION, MARKETS, AND POLICY

By JOHN P. DOLL, V. JAMES RHODES, and
JERRY G. WEST, *all of the University of Missouri*

A thorough analysis of the economics of production on farms, processing and distribution of agricultural products, and government programs for agriculture is contained in this important new text. Each of the three topics is discussed at length in separate sections while a unifying theme of economic theory is developed throughout. All parts are reasonably self-contained and may be used individually. 570 pp./1968

THE ECONOMICS OF DEVELOPMENT

By EVERETT E. HAGEN, *Massachusetts Institute of Technology*

Emphasis in this new text is on theoretical analysis of the *process* of developing countries. Based on the best new thinking, the book is filled with relevant data presented succinctly and vividly. Significant inclusions are critical evaluations of theoretical literature and the use of empirical materials to illuminate analysis. 554 pp./1968

U.N. and U.S. FOREIGN ECONOMIC POLICY

By BENJAMIN H. HIGGINS, *University of Texas*

243 pp./Paperbound/1962

INTERNATIONAL ECONOMICS, Fourth Edition

By CHARLES P. KINDLEBERGER, *Massachusetts Institute of Technology*

The Fourth Edition of this widely adopted text is divided into halves corresponding to a semester on international trade and one on international monetary problems. Extensive revisions also include new chapters on trade theory, on commercial policy for less developed countries, and on economic integration. As before, the major task throughout has been to incorporate the

advances in the history of international trade and finance with emphasis on analysis rather than history or description of institutions. The book deals first with microeconomic aspects of international economics—the pure theory of trade and the theory of commercial policy, and then with macroeconomic policy—the adjustment mechanism, the movement of capital, the balance of payments, and the international monetary system. *International Economics* may be used at the advanced undergraduate or graduate level. For the one-term course, Parts I, IV, and VI would be most adaptable. 630 pp./1968

PART I.—The Theory of International Trade. PART II.—Commercial Policy. PART III.—International Resource Allocation: Taxation and Migration. PART IV.—The Adjustment Process. PART V.—Capital Movements. PART VI.—Balance of Payments Equilibrium and International Monetary Arrangement.

★INTRODUCTION TO INTERNATIONAL ECONOMICS, Fifth Edition

By DELBERT A. SNIDER, *Miami University*

A thorough revision, this Fifth Edition has several major changes. The pure theory of trade has been completely re-written; the Heckscher-Ohlin theorem, which in previous editions held the central place, is now presented as merely a special case of the more general equilibrium model that is developed first; and the previous Part IV has been replaced with a concentrated presentation of the role of trade and aid in economic development. As before, this complete and concise text may be used successfully with majors and nonmajors alike. 487 pp./1971

1. The Significance and Scope of International Economics. I. THE THEORY AND EMPIRICAL FOUNDATIONS OF INTERNATIONAL TRADE AND FACTOR MOVEMENTS. 2.&3. The Pure Theory of International Trade. 4. The Empirical Foundations of International Trade. 5. The Theory of International Factor Movements. 6. A Survey of International Capital and Population Movements. II. PUBLIC AND PRIVATE BARRIERS TO TRADE. 7. The Theory of Tariffs and Other Trade Restrictions. 8. Commercial Policies of the United States. 9. The Past and Future of United States Commercial Policy. 10. Regional Economic Integration. 11. Monopoly and International Trade. 12. International Cartels. III. INTERNATIONAL MONETARY RELATIONS. 13. International Payments. 14. The Balance of Payments. 15. The Balance of Payments and the Foreign Exchange Market. 16. Disequilibrium and Adjustment of the Balance of Payments. 17. Alternative International Monetary Systems. 18. The Contemporary International Monetary System. 19. Reform of the International Monetary System. 20. The Balance of Payments Problem of the United States. 21. Restoring Equilibrium in the U.S.

Balance of Payments. IV. THE INTERNATIONAL ECONOMICS OF DEVELOPMENT. 22. The Challenge of Economic Development. 23. The Role of International Trade in Development. 24. The Role of Capital Movements and Foreign Aid in Development. 25. The Present and the Future of the International Economy.

COMPARATIVE ECONOMIC SYSTEMS: Models and Cases, Revised Edition

Edited by MORRIS BORNSTEIN, *University of Michigan*

A unique combination of theoretical and case study material enables *Comparative Economic Systems* to serve not only as a collateral readings book, but also as a core volume around which a comparative systems course can be organized. In this Revised Edition, almost half the material is new. Teacher's Manual. 462 pp./1969

I. PERFORMANCE CRITERIA. 1. Bela A. Balassa: Success Criteria for Economic Systems. II. MODELS OF ECONOMIC SYSTEMS. *Capitalist Market Economy*. 2. Friedrich A. Hayek: The Price System as a Mechanism for Using Knowledge. 3. Procter Thomson: Government and the Market. *Socialist Market Economy*. 4. Ludwig von Mises: Economic Calculation in Socialism. 5. Oskar Lange; On the Economic Theory of Socialism. 6. Friedrich A. Hayek: Socialist Calculation: The Competitive "Solution." *Centrally Planned Economy*. 7. Alan A. Brown and Egon Neuberger: Basic Features of a Centrally Planned Economy. 8. Jan Drewnowski: The Economic Theory of Socialism: A Suggestion for Reconsideration. 9. Walter Eucken: On the Theory of the Centrally Administered Economy: An Analysis of the German Experiment. 10. Oskar Lange: The Role of Planning in Socialist Economy. III. CASE STUDIES OF ECONOMIC SYSTEMS. *Regulated Capitalism*. 11. Gerhard Colm. Economic Planning in the United States. 12. Charles P. Kindleberger: French Planning. 13. Rudolf Bicanic: Economics of Socialism in a Developed Country. 14. Joel Dirlam: Problems of Market Power and Public Policy in Yugoslavia. *Central Planning*. 15. R. W. Davies: Economic Planning in the USSR. 16. Jerzy F. Karcz: An Organizational Model of Command Farming. 17. Franklyn D. Holzman: Foreign Trade Behavior of Centrally Planned Economies. 18. John M. Montias: East European Economic Reforms. 19. Yuan-li Wu: Planning, Management, and Economic Development in Communist China. IV. SELECTED ASPECTS OF ECONOMIC SYSTEMS. *Management*. 20. Joseph S. Berliner. Managerial Incentives and Decision Making: A Comparison of the United States and the Soviet Union. *Economic Development*. 21. Alexander Eckstein: Individualism and the Role of the State in Economic Growth. 22. Harry G. Johnson: Planning and the Market in Economic Development. 23. Gerhard Colm and Theodore Geiger: Public Planning and Private Decision Making in Economic and Social Development. *Convergence of Economic Systems*. 24. Jan Tinbergen: Do Communist and Free Economies Show a Converging

ECONOMICS

Pattern? 25. Jan S. Prybyla: The Convergence of Western and Communist Economic Systems: A Critical Estimate.

THE SOVIET ECONOMY: A Book of Readings, Third Edition

Edited by MORRIS BORNSTEIN and DANIEL R. FUSFELD, both of the University of Michigan

Of the 24 articles in this Third Edition only 7 appeared in the preceding edition. More up-to-date or more readable material has been substituted on many topics, and special emphasis has been given to recent economic controversies and economic reforms in the USSR. 447 pp./Paperbound/1970

I. Basic Features of the Soviet Economy. II. How the Soviet Economy Operates. III. Soviet Economic Growth. IV. Economic Controversy and Reform.

SOVIET ECONOMIC PROCESSES

By EDWARD AMES, *Purdue University*

Ames' *Soviet Economic Processes* presents a theory of the Soviet economy that explains the nature of general economic equilibrium in the Soviet system. It sets forth in macroeconomic terms the three main dichotomies which characterize this system: that between agriculture and industry, that between current production and capital formation, and that between the Soviet state and producing enterprises and households. This text can be used either to provide a theoretical foundation for a course in the Soviet economy or comparative economic systems; or to provide a course in economic theory with an analysis, based upon a different set of postulates, which is formally analogous to theories such as those of pure competition and monopoly. 269 pp./Paperbound/1965

★MANPOWER ECONOMICS: The American Labor Market in Action

By LOWELL E. GALLAWAY, *Ohio University*

Designed as a basic or supplementary text for undergraduate labor courses beyond the introductory level, and graduate courses in labor economics, this book deals with a wide range of labor market topics. The basic approach of the book is to use economic theory to frame hypotheses about labor market conditions and then to test those hypotheses empirically. The emphasis

is not on speculating about various labor market problems, but is primarily on examining the evidence relating to these issues. Consequently, the text cuts across a wide part of what is sometimes called manpower economics at a fairly sophisticated level and summarizes about ten years of successful research by the author. About 350 pp./Paperbound/1971

1. The Significance of the Labor Market. 2. The Aggregate Labor Force. 3. Mobility in the Labor Market: The Interindustry Case. 4. Geographic Labor Mobility in the United States. 5. Occupational Mobility of Labor. 6. Unemployment and Inflation: An Overview. 7. Trade Unions, Unemployment, and Inflation. 8. The Structure of Unemployment in the American Economy. 9. Hidden Unemployment in the American Economy. 10. Poverty in the United States. 11. The Economic Status of Non-Whites. 12. The Aged in the American Economy. 13. The Economic Position of Women. 14. Rural and Urban "Ghettos;" The Labor Market in Operation. 15. Towards an Optimal Labor Market: Public Policy Considerations.

ECONOMICS OF LABOR RELATIONS, Sixth Edition

By GORDON F. BLOOM, *Sloan School of Management, M.I.T.*, and HERBERT R. NORTHROP, *Wharton School of Finance and Commerce, University of Pennsylvania*

The key issues dominating labor relations and labor economics in the 1960's—unemployment, poverty, race relations, and inflation—are not only integrated into each chapter of this completely rewritten Sixth Edition, but there are also special chapters devoted to unemployment and poverty, civil rights legislation, and the impact of union policies on inflation. In addition, the writing has been tightened and the number of pages considerably reduced. As in earlier editions, a major objective has been the integration of economic facts and economic analysis so that the student may acquire not only an awareness of labor problems but also an understanding of conflicting views concerning their causes and possible solutions. The text is both enjoyable and understandable. 770 pp./1969

I. INTRODUCTION. 1. The Nature of Labor Problems. II. UNION HISTORY AND GOVERNMENT. 2. History of the American Labor Movement. 3. Union Structure and Government. III. COLLECTIVE BARGAINING. 4. Organizing and Negotiating. 5. The Content of Collective Bargaining: Wages. 6. The Content of Collective Bargaining: Industrial Jurisprudence. 7. Multiunit Bargaining, Strikes, and the Labor Monopoly Issue. IV. ECONOMICS OF THE LABOR MARKET. 8. The Labor Market. 9. The Supply of Labor. 10. The Demand for Labor. 11. Wage Determination under Trade Unionism.

12. Wage Changes and Employment. 13. Wages, Productivity, and Inflation. 14. Unemployment and Poverty in a High-Employment Economy. V. GOVERNMENTAL WAGE REGULATION AND THE SHORTER WORK WEEK. 15. Governmental Regulation of Wages. 16. The Shorter Work Week. VI. ECONOMICS OF THE SEARCH FOR SECURITY. 17. Security for Old-Age and Premature Death. 18. Security against Unemployment. 19. Security for the Sick and the Injured. VII. GOVERNMENT CONTROL OF LABOR RELATIONS. 20. Governmental Control of the Weapons of Conflict. 21. The Taft-Hartley Act. 22. The Landrum-Griffin Act. 23. The Government in Labor Disputes—from Mediator to Employer. 24. Civil Rights and Equal Pay Legislation. VIII. CONCLUDING OBSERVATIONS. 25. Some Labor Problems of the Future.

READINGS IN LABOR ECONOMICS AND LABOR RELATIONS

By RICHARD L. ROWAN and HERBERT R. NORTHRUP, *both of the Wharton School of Finance and Commerce, University of Pennsylvania*

581 pp./Paperbound/1968

GOVERNMENT AND LABOR: The Role of Government in Union-Management Relations

By HERBERT R. NORTHRUP and GORDON F. BLOOM

521 pp./1963

CASES IN COLLECTIVE BARGAINING AND INDUSTRIAL RELATIONS: A Decisional Approach

By STERLING H. SCHOEN and RAYMOND L. HILGERT, *both of Washington University*

This text provides a convenient and extensive set of cases in a variety of union-management problem situations and may be used as a supplementary book in basic courses in collective bargaining and labor relations. In restructuring the cases, the authors have described the situation from the perspective of an impartial writer trying to get at the facts. First, background information, including relevant legal issues, is presented, then the positions of both the union and of the management or company are stated. Instructors Manual. 290 pp./Paperbound/1969

I. Legal Aspects of Collective Bargaining: NATIONAL LABOR RELATIONS BOARD CASES (17 cases). II. Problems in Union-Management Relations: CASES FROM LABOR ARBITRATION (25 cases).

LABOR ECONOMICS: Wages, Employment, and Trade Unionism

By ALLAN M. CARTTER, *New York University*, and F. RAY MARSHALL, *The University of Texas*

Designed as a basic text for undergraduate courses in labor economics of one semester length, this book's use of technical appendices makes it adaptable to varying levels of theoretical sophistication. Part I is a broad historical sketch of the development of labor institutions in this country and of comparative movements in other nations. In Parts II and III, wage and employment determination are treated—first in an abstract world devoid of trade unions (insofar as such a theoretical framework of an "ideal competitive world" could be developed), and then in a more realistic world of organized labor and strong employers. Part IV casts the reader in the role of informed citizen and analyzes public policy issues. 596 pp./1967

I. Introduction. II. Comparative Labor Movements. III. Wages, Employment, and Collective Bargaining. IV. Public Policy.

THE PRACTICE OF COLLECTIVE BARGAINING, Third Edition

By EDWIN F. BEAL, *University of Oregon*, and EDWARD D. WICKERSHAM, *late of the University of Detroit*

The study of collective bargaining is approached through analysis of two "model" situations: (1) handicraft industry and craft unionism, and (2) mass-production industry and industrial unionism. Variants are noted in the distributive, extractive, and service industries, among professional associations, and in other countries. The viewpoint is set in perspective against developments in the theory of collective bargaining, the research of behavioral scientists, and the march of economic and social progress. The probable effects of recent and anticipated changes in the structure of employment in the U.S. on collective bargaining are analyzed. Teacher's Manual. 828 pp./1967

I. Organizing for Collective Bargaining. II. Collective Bargaining Activities. III. The Issues in Collective Bargaining. IV. Collective Bargaining in Perspective. V. (43) Cases in Collective Bargaining. Appendix: Major Statutory Laws on Collective Bargaining.

ECONOMICS

★LABOR AND MANPOWER ECONOMICS, Third Edition

By ABRAHAM L. GITLOW, *New York University*

The Third Edition is a thoroughly reworked and updated text, focusing more sharply on the impact of industrialization on wage determination, unemployment, and trade unionism. It is also more oriented to economic analysis of policy issues and less concerned with extensive reviews of historical and descriptive matter. This edition is substantially shorter, consisting of 22 chapters instead of 29. *Labor and Manpower Economics* may be used for one or two semester courses in labor economics and in trade unionism and industrial relations. About 650 pp./1971

I. INTRODUCTION. 1. Industrialization and Societal Tensions. II. UNIONISM. 2. Industrialization and Trade Unionism. 3. The Character of American Trade Unionism. 4. Development of American Trade Unionism. 5. Trade Union Government. 6. Problems of Trade Union Government. 7. Labor on the World Stage. III. WAGES. 8. Passion, Power, and Wage Determination. 9. The Marginal Productivity Theory of Wages. 10. Evaluation of the Marginal Productivity Theory. 11. Long-Run Wage Trends: A Survey. 12. National Objectives and Wage Policies. IV. COLLECTIVE BARGAINING. 13. Collective Bargaining: Relative Power or Persuasion? 14. Collective Bargaining: Meaning, Aims, and Scope. 15. Collective Bargaining: Negotiations, the Economic Environment, and Emergency Disputes. V. UNEMPLOYMENT. 16. Unemployment: A Concern of Industrial Society. 17. Wages and the Level of Employment: Some Variant Views. 18. Labor Force, Employment, and Job Vacancies: Supply and Demand Revisited. 19. More on Measuring Employment and Unemployment. 20. Attacks on Unemployment and Alleviation of Its Effects. 21. Unemployment in Planned Economies. VI. EPILOGUE. 22. Inequality, Poverty, and the Negative Income Tax.

PLAID for PRINCIPLES FOR ECONOMICS, Two Volumes*

By LLOYD G. REYNOLDS, *Yale University*

Dealing with production, distribution, and the use of goods with applications to business management and government policy, this two-volume PLAID presents the study of economics in a macro-micro sequence. Basic concepts are given full and clear definition; many examples are used. Important words and phrases are italicized for emphasis. This PLAID has supplementary use for introductory economics courses and is also appropriate for individuals starting their master's

degree program in economics. About 175 pp. per Volume/Paperbound/1971

*Published by Learning Systems Company

PUBLICATIONS FROM THE ECONOMIC GROWTH CENTER, YALE UNIVERSITY

PUBLIC EXPENDITURES IN COMMUNIST AND CAPITALIST NATIONS

By FREDERIC L. PRYOR, *Swarthmore College*

531 pp./1968

ECONOMIC GROWTH: The Japanese Experience Since the Meiji Era

Edited by LAWRENCE KLEIN, *University of Pennsylvania*, and KAZUSHI OHKAWA, *Hitotsubashi University*

439pp./1968

PEASANT AGRICULTURE, GOVERNMENT, AND ECONOMIC GROWTH IN NIGERIA

By GERALD Y. HELLEINER, *University of Toronto*

618 pp./1967

GROWTH AND STRUCTURAL CHANGE IN THE EGYPTIAN ECONOMY

By DONALD C. MEAD, *Makerere University College, Kampala, Uganda*

429 pp./1967

THE SOVIET CAPITAL STOCK: 1928- 1962

By RICHARD MOORSTEEN, *The Rand Corporation*, and RAYMOND P. POWELL, *Yale University*

695 pp./1966

CEYLON: An Export Economy in Transition

By DONALD R. SNODGRASS, Advisor to Economic Planning Unit, Prime Minister's Department, Government of Malaysia

434 pp./1966

WAGES, PRODUCTIVITY, AND INDUSTRIALIZATION IN PUERTO RICO

By LLOYD G. REYNOLDS, *Yale University*, and PETER GREGORY, *University of Minnesota*, with the assistance of LUZ M. TORRUELLAS, *University of Puerto Rico*

373 pp./1965

INDUSTRIALIZATION AND ECONOMIC DEVELOPMENT IN BRAZIL

By WERNER BAER, *Vanderbilt University*

329 pp./1965

ESSAYS ON THE CHILEAN ECONOMY

By MARKOS MAMALAKIS, *Yale University*, and CLARK WINTON REYNOLDS, *Stanford University*

431 pp./1965

TRADE PROSPECTS FOR DEVELOPING COUNTRIES

By BELA BALASSA, *Yale University*

462 pp./1964

DEVELOPMENT OF THE LABOR SURPLUS ECONOMY: Theory and Policy

By JOHN C. H. FEI and GUSTAV RANIS, Director, Economic Growth Center, *Yale University*

334 pp./1964

AMERICAN ECONOMIC ASSOCIATION

INDEX OF ECONOMIC JOURNALS

Prepared under the Auspices of the AMERICAN ECONOMIC ASSOCIATION by a Committee consisting of JOHN PERRY MILLER,

Chairman; ROBERT L. BISHOP; EARL J. HAMILTON; FRITZ MACHLUP; JOSEPH J. SPENGLER; DOROTHY F. LIVINGSTON, Director of Staff; TRUUS W. KOOPMANS, Chief of Classification

Volumes I through VII index articles in the economic journals in the English language and English articles in a selection of foreign journals. Volume VII-A extends the coverage to material published in such collective volumes as reports of conferences, symposia, statements in Congressional hearings, etc. Volumes VIII and IX cover both this type of material and, like Volumes I through VII, articles in the economic journals.

Volume I—1886-1924
Volume II—1925-1939
Volume III—1940-1949
Volume IV—1950-1954
Volume V—1955-1959
Volume VI—1960-1963
Volume VII—1964-1966
Volume VII-A—1964-1965
Volume VIII—1966
Volume IX—1967

In the Survey of Contemporary Economics Series:

A SURVEY OF CONTEMPORARY ECONOMICS (I)

Edited by HOWARD S. ELLIS, *University of California*

505 pp./1948

A SURVEY OF CONTEMPORARY ECONOMICS (II)

Edited by BERNARD F. HALEY, *Stanford University*

487 pp./1952

In the Series of Republished Articles on Economics:

Volume II: READINGS IN BUSINESS CYCLE THEORY

Selection Committee Chairman: GOTTFRIED HABERLER, *Harvard University*

510 pp./1944

ECONOMICS

Volume III: READINGS IN THE THEORY OF INCOME DISTRIBUTION

Selection Committee: WILLIAM FELLNER, *Yale University*, and BERNARD F. HALEY, *Stanford University*

734 pp./1946

Volume IV: READINGS IN THE THEORY OF INTERNATIONAL TRADE

Selection Committee: HOWARD S. ELLIS, *University of California*, and LLOYD A. METZLER, *University of Chicago*

654 pp./1949

Volume V: READINGS IN MONETARY THEORY

Selection Committee: FRIEDRICH A. LUTZ, *Princeton University*, LLOYD W. MINTS, *University of Chicago*

523 pp./1951

Volume VI: READINGS IN PRICE THEORY

Selection Committee: GEORGE J. STIGLER, *University of Chicago*, and KENNETH E. BOULDING, *University of Michigan*

578 pp./1952

Volume VII: READINGS IN FISCAL POLICY

Selection Committee: ARTHUR SMITHIES, and J. KEITH BUTTERS, *both of Harvard University*

554 pp./1955

Volume VIII: READINGS IN INDUSTRIAL ORGANIZATION AND PUBLIC POLICY

Selection Committee: RICHARD B. HEFLEBOWER, *Northwestern University*, and GEORGE W. STOCKING, *Vanderbilt University*

437 pp./1958

Volume IX: READINGS IN THE ECONOMICS OF TAXATION

Selection Committee: RICHARD A. MUSGRAVE, *Harvard University*, and CARL S. SHOUP, *Columbia University*

590 pp./1959

Volume X: READINGS IN BUSINESS CYCLES

Selection Committee: ROBERT A. GORDON and LAWRENCE R. KLEIN, *University of Pennsylvania*

773 pp./1965

Volume XI: READINGS IN INTERNATIONAL ECONOMICS

Edited by RICHARD E. CAVES, *Harvard University*, and HARRY G. JOHNSON, *University of Chicago*

620 pp./1968

Volume XII: READINGS IN WELFARE ECONOMICS

Edited by KENNETH J. ARROW, *Harvard University*, and TIBOR SCITOVSKY, *Stanford University*

740 pp./1969

Volume XIII: READINGS IN THE ECONOMICS OF AGRICULTURE

Edited by KARL A. FOX, *Iowa State University*, and D. GALE JOHNSON, *University of Chicago*

541 pp./1969

In The Translation Series:

THE THEORY OF PEASANT ECONOMY

By A. V. CHAYANOV; edited by DANIEL THORNER and BASILE KERBLAY, *both of Ecole Pratique des Hautes Etudes, Sorbonne, Paris*, and R. E. F. SMITH, *The University, Birmingham, England*

395 pp./1966

ESSAYS IN FRENCH ECONOMIC HISTORY

Edited by RONDO CAMERON, *Emory University*

437 pp./1970

THE RUSSIAN FACTORY IN THE 19TH CENTURY

By MIKHAIL I. TUGAN-BARANOVSKY

492 pp./1970

ENTREPRENEURIAL ACTIVITY AND THE DEVELOPMENT OF SWEDISH INDUSTRY 1919-1939

By ERIK DAHMEN

459 pp./1970

FINANCE

★BASIC BUSINESS FINANCE: Text and Cases, Fourth Edition

By PEARSON HUNT, CHARLES M. WILLIAMS, and GORDON DONALDSON, *all of the Graduate School of Business Administration, Harvard University*

One of the most successful and widely adopted texts of its kind, the Fourth Edition of *Basic Business Finance* has been substantially revised, rewritten, and updated yet retains the same proven approach to the study of modern business finance. It may be used with equal effectiveness at both the advanced undergraduate or graduate level. As before, a combination of text and case material is used, giving the presentation a practical and realistic flavor. Its point of view is still that of the financial manager who must make decisions in the financial area of the firm.

In this revision, there has been a complete updating of all statistical data, including the exhibits, tables, charts, and graphs. At the same time, between 30 to 50 percent of the cases are entirely new, while there has been substantial revision of other case material. The graphical presentation of material has been substantially improved and clarified in this edition. Those sections dealing with analysis, interpretations, and forecasting have been vastly revised. There has also been a rewriting of the material on conglomerates and changing patterns in the merger field to reflect recent experiences in these areas.

A complete and comprehensive Teacher's Manual will again be available to adopters. *About 1000 pp./1971*

I. INTRODUCTION. 1. Introduction. II. THE MANAGEMENT OF ASSETS AND THE NEED FOR FUNDS. 2. Inventory Management and the Need for Funds. 3. Receivables Management and the Need for Funds. 4. Management of the Money Position. 5. Fixed Assets and the Need for Funds. III. ANALYSIS OF PAST FINANCING AND FUTURE FUND NEEDS. 6. Interpreting Financial Statements. 7. Forecasting Future Needs

for Funds. IV. CAPITAL BUDGETING. 8. The Elements of the Investment Decision. 9. Determining Investment Priorities: The Analytical Framework. 10. Setting the Limits on Investment Through ROI Standards. V. SHORT TERM SOURCES OF FUNDS. 11. Spontaneous Sources of Credit. 12. The Effective Use of Bank Credit—I. 13. The Effective Use of Bank Credit—II. 14. Nonbank Sources of Short-Term Credit. 15. The Effective Use of Security in Business Borrowing. VI. SOURCES OF LONG-TERM CORPORATE CAPITAL. 16. External Sources of Long-Term Capital. 17. Tapping the Sources of Long-Term Capital. VII. THE LONG-TERM CAPITAL STRUCTURE. 18. The Basic Security Types. 19. The Use of Securities to Allocate Risk, Income, and Control. 20. The Analysis of Alternative Security Issues. 21. Reinvestment of Earnings and Dividend Policy. VIII. THE BARGAIN FOR FUNDS. 22. Leasing as an Alternative to Ownership. 23. Modifications of the Distribution of Risk. 24. Modifications of the Distribution of Income and Control. 25. Refinancing. 26. The Nature and Effects of Government Regulations on Long-Term Finance. IX. FINANCING GROWTH AND DEVELOPMENT. 27. Financing the New Small-Scale Enterprise. 28. Business Mergers: Valuation and Other Financial Aspects. X. BUSINESS FAILURE. 29. Liquidation or Reorganization.

CASES: I. MANAGEMENT OF WORKING CAPITAL AND II. FINANCIAL ANALYSIS: PAST AND FUTURE. 1. Case of the Unidentified Industries. 2. Shin Mitsubishi Financial. 3. American Motors. 4. O. M. Scott & Sons Company. 5. Union Paint and Varnish. 6. Inconco Corporation. 7. Big City Trust Company. 8. Sprague Machine Tool. 9. Brown Marine (1) & (2). 10. The Estella Five Year Plan. 11. Illuminated Tubes. III. CAPITAL BUDGETING. 1. The Case of the Unidentified Investment Projects. 2. Zenith Steel Company (A). 3. Liberty Petroleum Company. 4. Molecular Compounds Corporation. IV. SHORT TERM SOURCES OF FUNDS. 1. Storkline Shops. 2. Plowman Poultry. 3. Long Beach Electronics. 4. Custom Plastics. 5. Digital Engineering Company (A). 6. Dunning Cabinet Company. 7. Central Broadcasting. 8. Ampro Europe. V. LONG TERM CAPITAL STRUCTURE. 1. Shannon Corporation. 2. Piedmont Gardens. 3. Nautilus, Inc. 4. S. C. M. VI. THE BARGAIN FOR FUNDS. 1. The Prudential Insurance Company of America. 2. Oren Weaving Company. 3. Sun Stores, Inc. 4. Boxer Corporation. 5. General Public Utilities Corporation. 6. Extone Chemicals, Inc. VII. FINANCING GROWTH AND DEVELOPMENT. 1. Upstate Canning Company. 2. Head Ski Company. 3. Wizard Corporation. 4. Northwest Construction Holdings, Ltd. 5. Cerarts Company.

FINANCIAL
MANAGEMENT:

Cases and Readings

By PEARSON HUNT, *The Graduate School of Business Administration, Harvard University*, and VICTOR L. ANDREWS, *Georgia State College*

Combining both cases and readings, this volume provides a second-level treatment of financial management for advanced and graduate students. It will also be useful in executive training programs and as a guide and reference for company financial officers.

The cases in *Financial Management* are drawn, for the most part, from the second-year course in financial management offered at the Harvard Business School. Accompanying each major subject matter division are appropriate readings drawn from professional journals on both the theoretical and institutional planes. The readings raise conceptual problems or present background ideas pertinent to the advanced study of business finance. The principal distinction of this book lies in its blending of cases for advanced MBA and doctoral work with professional-level journal articles. It is believed this is the first time such a blend has appeared in a college textbook.

Financial Management is designed as a basic or supplementary text for one- or two-semester courses in financial management. It provides much practical material that will be useful in courses where a basic text is too elementary and professional-caliber cases and readings are required as supporting background. A complete and comprehensive Teacher's Manual is available to adopters. 945 pp./1968

I. FUNDS ALLOCATION. 1. The Analytical Problems of Future Cash Flows and Maximization Criteria in Capital Budgeting. 2. Optimum Allocation of Funds by Linear Programming. 3. Allocation of Funds in Divisionalized Corporations. 4. Administration of Cash Flows and Liquid Assets. 5. Governing and Minimizing the Cost of Funds Committed to Receivables. 6. Valuation of a Firm. II. MANAGING THE CAPITAL STRUCTURE. 7. Interrelated Problems of Creating and Supporting the Capital Structure. A. Limits on the Use of Debt. B. Dividend Policy. C. Decapitalization. 8. Refining the Security Pattern. 9. Acquisitions and Mergers. 10. Markets and Intermediaries.

A QUANTITATIVE FRAMEWORK FOR
FINANCIAL MANAGEMENT

By DAVID E. PETERSON, *University of California at Berkeley*, with the collaboration of RANDALL B. HAYDON, *Indiana University*

711 pp./1969

(see p. 96)

FINANCIAL MANAGEMENT: An
Analytical Approach, Revised Edition

By J. ROBERT LINDSAY and ARNOLD W. SAMETZ, *both of New York University*

The purpose of this text is to explore business finance as an analytical subject through the use of the organizing device known as "sources and uses of funds." Principal changes include: more explicit development of stock price maximization; short term elements treated as suboptimization in the short run—i.e., decisions taking as given a number of cost and earnings considerations; reorganization of capital budgeting and cost of capital; introduction of questions, problems, and suggested readings. Teacher's Manual. 527 pp./1967

PART I. Background and Foreground. PART II. Short-Term Sources and Uses. PART III. Long-Term Uses of Funds. PART IV. The Cost of Capital or Optimization of Sources—Profit Maximization Joined with Financial Uncertainty. PART V. Capital Structure. PART VI. Long-Term External Sources.

★CASES IN BUSINESS FINANCE

By Z. LEW MELNYK and CHARLES L. BARN-GROVER, *both of the University of Cincinnati*

The 36 cases in this text represent business enterprises from a cross section of industries comprising our economy: manufacturing, public utilities, services, insurance, banking, construction and retailing. The authors have retained the "business environment" from each company as it actually existed and have included the kinds of information the decision maker would have had available at the time when he was presented with the situation described in the case. About 400 pp./1971

I. Financial Analysis and Projections. II. Working Capital Management. III. Short-Term and Intermediate Sources of Funds. IV. Capital Budgeting and Leasing Decisions. V. Cost of Capital and Capital Structure Planning. VI. Raising Long-Term Funds. VII. Dividend Policy. VIII. Valuation and Mergers. IX. Comprehensive.

FINANCE

ANALYSIS FOR FINANCIAL DECISIONS

By WILLIAM BERANEK, *University of Pittsburgh*

Analysis for Financial Decisions is a basic business finance book which emphasizes analysis and seeks to provide the student with a firm foundation for more advanced study. The author seeks (a) to set forth the central issues involved in the fundamental problem areas of financial administration, (b) to develop tools, techniques, and insights which are relevant and useful for solving these problems, and (c) to accomplish the foregoing for the non-mathematical but analytically inclined student. Teacher's Manual. 494 pp./1963

INVESTMENT ANALYSIS AND MANAGEMENT, Third Edition

By JOHN W. BOWYER, JR., *Washington University*

This volume may be used either as a basic text for a course in investment management or for professional on-the-job training. The revision contains more material on personal investment management, analysis of financial statements, and life insurance as an investment. There are chapter end review questions and problems. Answers are contained in an Instructor's Manual which also has objective test questions for each chapter. 510 pp./1966

1. Scope and Nature of Investments. 2. Personal Financial and Investment Planning. 3. Investment Policy Factors. 4. Characteristics of Investment Media—Institutional Fixed Dollar Contracts. 5. Characteristics and Value of Investment Media—Corporate Bonds. 6. Characteristics and Value of Investment Media—Common and Preferred Stock. 7. Investment Programming. 8. Sources of Information. 9. Investment Mechanics and the Security Markets. 10. Introduction to Security Analysis. 11. Analysis of Industrial Securities—The Industry. 12. Analysis of Industrial Securities—Financial Statements. 13. Analysis of Industrial Securities—Financial Statement Analysis and Interpretation. 14. Analysis of Transportation Securities—Railroads. 15. Analysis of Public Utility Securities. 16. Specialized Analytical Techniques—Insurance Companies. 17. Specialized Analytical Techniques—Investment Companies. 18. Specialized Analytical Techniques—Banks and Finance Companies. 19. Government and Foreign Securities. 20. The Problem of Timing Investments. 21. Alternatives for the Investor—Portfolio Administration. Appendixes.

★BANKING MARKETS AND FINANCIAL INSTITUTIONS: Managerial and Regulatory Issues

Edited by THOMAS G. GIES, *University of Michigan*, and VINCENT P. APILADO, *Arizona State University*

This text is a response to the evolutionary process in financial economics, which is now becoming more micro-oriented, following thirty years of almost exclusive macro-orientation. Accordingly, there is a thread which runs through the book—the concept of competition in financial markets. *Banking Markets and Financial Institutions* is designed as a basic or supplementary text for courses in money and capital markets, financial institutions, and monetary economics, or a supplementary text for money and banking or bank management courses at the advanced undergraduate or graduate level. The articles assembled are oriented toward the major current issues, both theoretical and policy matters, which are of concern to academic and practicing students of banking. An introduction to each article is included to put the material which follows in perspective and to provide continuity throughout the book. About 350 pp./Paperbound/1971

I. STRUCTURE AND COMPETITION IN BANKING. 1. Dimensions in Banking Structure. 2. International Finance. 3. Intermediation and Disintermediation. II. NEW DIRECTIONS IN ASSET, LIABILITY, AND CAPITAL MANAGEMENT. 4. Background. 5. Asset Management. 6. Liability Management. 7. Capital Management. III. REGULATION AND ALLOCATIVE EFFICIENCY. 8. Regulatory Assessment. 9. Bank Competition and Antitrust.

MONEY AND BANKING, Ninth Edition

By CHARLES L. PRATHER, *Emeritus, University of Texas*

Money and Banking presents the elementary principles of money and banking with emphasis on the prevailing problems in the field. In this edition, as in previous ones, the broad concept of monetary policy is used; hence, material is included that embraces the activities of institutions that affect the uses of money and credit as well as those that affect the supply. To bring the text completely up to date, the following additions are included in the Ninth Edition: new gold policy and two-price system, demonetization of silver, international monetary system ("special drawing rights"), new supervisory powers of federal agencies, proposed Federal Mutual Savings Banks,

truth in lending legislation, new development banks, recent Canadian bank legislation, and "Bank credit proxy" and Proviso clause and sectional monetary policy. Combined Solutions Manual and Manual of Objective Tests. 756 pp./1969

1. The Nature of Money. 2. Monetary History of the United States. 3. United States Money. 4. The Value of Money and Interest Rates. 5. Credit Instruments. 6. The Money Market. 7. History of Commercial Banking. 8. Federal Reserve System. 9. Commercial Banks—A Source of Money. 10. Banking Structure. 11. Source of Bank Assets. 12. Management of Bank Funds. 13. Credit Granting Services of Commercial Banks. 14. Investments of Commercial Banks. 15. The Role of Federal Reserve Banks. 16. Creation of Reserves. 17. Evolution of Monetary Policy. 18. Current Instruments of Monetary Control. 19. Fiscal Policies and Debt Management. 20. Price Stabilization and Growth. 21. Capital Markets and Investment Banking. 22. Urban Mortgage Credit. 23. Agricultural Credit. 24. Consumer Credit. 25. Trust Banking. 26. Foreign Exchange. 27. International Transactions. 28. International Monetary System. 29. Development Banks. 30. Foreign Banking Systems.

★FINANCING BUSINESS FIRMS, Fourth Edition

By CHARLES L. PRATHER and JAMES E. WERT, *University of Arizona*

The most distinctive feature of this Fourth Edition is the retention of much of the institutional material from the earlier editions, coupled with the addition of many financial analyses that are currently being discussed in corporation finance courses. The consolidation of financial techniques and institutional material has created a volume of considerable length. In discussing the subject matter in each chapter, attention has been given to the fundamentals of business finance so that students will have a background for other business courses. Therefore, it is intended that the text be used in a basic finance course where a survey of current practices is the primary goal.

In addition, new chapters were added on capital budgeting; cost of capital; retained earnings and dividend policy; and convertibles, warrants, and stock options. Other chapters were combined and the total number of chapters reduced by three. Additional chapters were substantially rewritten, including business organizations and tax considerations, financial statements and financial analysis, management of cash and working capital, trade credit and sales financing, common stock, preferred stock, corporate bonds, and capital structure. The remaining chapters were updated

and end-of-the-chapter questions were revised. Combined Manual of Solutions and Objective Tests available to adopters. *About 850 pp./1971*

I. NATURE AND ORGANIZATION OF BUSINESS FIRMS. 1. Business Finance. 2. Business Promotion. 3. Business Organizations and Tax Considerations. 4. Management of Business Firms. II. FINANCIAL PLANNING AND CONTROL. 5. Financial Statements and Financial Analysis of Business Firms. 6. Working Capital and Cash Management. 7. Depreciation and Depletion Allowances. 8. Capital Budgeting. 9. Cost of Capital. III. SHORT-TERM AND INTERMEDIATE CREDIT. 10. Trade Credit and Sales Financing. 11. Financing through Commercial Banks. 12. Open-Market Financing. 13. Leasing. IV. SOURCES OF CAPITAL. 14. Corporate Financing through Investment Bankers. 15. Retained Earnings and Dividend Policy. 16. Common Stock. 17. Preferred Stock. 18. Corporate Bonds. 19. Convertibles, Warrants, and Stock Options. 20. Capital Structure. V. EXPANSION AND GROWTH. 21. Growth of Business Enterprises. 22. Business Combinations. 23. Control of Corporations by Other Corporations. VI. FINANCIALLY DISTRESSED BUSINESS FIRMS. 24. Recapitalization. 25. Reorganization of Business Concerns. 26. Liquidation of Business Firms.

PERSONAL FINANCE: Principles and Case Problems, Third Edition

By JEROME B. COHEN, *City University of New York*, and the late ARTHUR W. HANSON

With nearly 500 adoptions, this comprehensive and highly authoritative text continues to lead the personal finance field. Lucid and substantial, it is designed to capture and hold student interest. The Third Edition includes such topics as: income distribution; how to finance your college course; financial aid for undergraduates; credit cards; bureau of labor statistics family budget data; car upkeep cost figures; consumer spending patterns; retirement plans for self-employed; condominiums; small business investment companies; cooperative apartments; a test of financial vulnerability; and many others.

Cohen and Hanson's *Personal Finance* features realistic case problems for each chapter. This provides the opportunity for students to apply the principles learned in the text to actual situations. The Third Edition incorporates new and different case problems. A Teacher's Manual is available to adopters. 879 pp./1964

1. Income and Occupation. 2. Expenditure and Budgeting. 3. Charge Accounts, Credit Cards, and the Installment Plan. 4. Borrowing. 5. Using Your Bank. 6. Savings and Savings Outlets. 7. Life Insurance. 8. Social Security, Annuities, and Pensions. 9. Health, Property,

FINANCE

and Automobile Insurance. 10. Buying a Home. 11. Taxes. 12. Introduction to Investments. 13. How to Buy and Sell Securities. 14. Obtaining Investment Information. 15. Investment Companies—Mutual Funds. 16. Investing in a Small Business. 17. Estate Planning; Wills, Trusts, Estates; Death and Gift Taxes.

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

By JEROME B. COHEN and EDWARD D. ZINBARG, *Prudential Insurance Company of America, and City University of New York*

Two outstanding authorities in the finance field, each with long experience in security analysis and portfolio management, have prepared this important new text. It is a fresh, new and different approach to the subject and the first investments book with a chapter on the role of the computer in security analysis and portfolio management. It has a full section on investment timing; it abounds with authentic case examples drawn from actual investment experience; and it skillfully combines practice and theory. Investment timing and methods of growth stock valuation are emphasized throughout. The entire book is clear, practical and realistic. 803 pp./1967

★PERSONAL INVESTING

By WILBUR W. WIDICUS, JR., and THOMAS E. STITZEL, *both of Oregon State University*

This text provides the student with a basic understanding of the theory and practice of successful investing. It is an introductory book which may be read by persons having no previous courses in accounting, finance, or economics. The authors' approach to investing is that an investor must first learn about the environment in which he will be operating, i.e., the risks associated with different types of investments, and the returns to be expected from them. He should also know about the participants in the investment process, including organizations issuing the securities, investment bankers, and informational services, as well as the laws and regulations covering their activities. Then the investor should evaluate his current and prospective financial resources and uses for them. After establishing his objectives, an investment program can be prepared which is designed to meet these goals given his personal characteristics, capacities, and restrictions. This text provides information for the investor to follow this approach to personal investing. Detailed definitions of investment terms are provided as they occur during the presentation, and a glossary gives brief definitions of the most

common investment terms. Appendices show how to compute compound interest, present value, bond values, and the use of a common stock valuation model; and there are many illustrations of important documents. Instructor's Manual. About 375 pp./1971

I. THE WHAT AND WHY OF INVESTING. 1. Investment Perspectives. 2. Risk and Return. II. HOW AND WHERE TO INVEST. 3. Security Markets. 4. Sources of Information. 5. Analysis of Financial Statements. III. TYPES OF INVESTMENTS. 6. Investing in Savings. 7. Investing in Debt Securities. 8. Investing in Preferred Stock and Convertible Bonds. 9. Investing in Common Stock. 10. Investing in Investment Companies. 11. Speculative Investments. IV. MANAGING YOUR INVESTMENTS. 12. Tax Aspects of Investments. 13. Timing of Investment Decisions. 14. Managing Your Investments.

★COMMON STOCKS: A Plan for Intelligent Investing

By PHILIP A. SHADE, *Colorado State University*

This text raises the fundamental questions to which answers should be found by the common stock investor when he is deciding whether a particular stock is a good investment at a given point in time. The principles and theories are raised in a logical order, described and explained, and then applied to a limited number of actual stock valuation cases to illustrate how all these ideas interrelate. Initially, the overall theory of valuation is outlined in which the two key variables are (1) The estimation of expected returns from the stock, and (2) the determination of the risks and opportunity costs its undertaking involves. Thus, the multi-dimensions of risk are discussed first to make the student aware of its complexity. Next, a hypothetical historical investment in three stocks is shown to illustrate the overall composition of the stock investors' returns. Attention is then devoted to how the investor might estimate the probable earnings a company could expect in the intermediate future. Different ways for projecting earnings and stock prices are described next. A concluding chapter shows how this information should be drawn together to arrive at a specific "buy or not buy" decision.

Most investment books state principles and theories as isolated concepts, leaving the problem of interrelating the ideas into a complete, systematic framework to the reader. This text attempts to accomplish this integration by raising principles, explaining the logic behind them, and then applying them to a specific actual valuation problem. As such, it is a learn-by-doing

book. *Common Stocks: A Plan for Intelligent Investing* may be used as a basic text in security analysis courses; or as a supplementary text for courses in introduction to investment, security analysis, investment analysis and portfolio management, and personal finance at the graduate or undergraduate level. *About 175 pp./1971*

1. Introduction. 2. Common Stocks—A Package of Risks. 3. The Composition of Investment Returns. 4. The Basic Determinants of Earnings per Share. 5. Measuring the Contributions of Earnings Variables. 6. The Financial Analysis and Interpretation of Accounting Data. 7. Estimating Future Earnings per Share. 8. Estimating Stock Price Levels—The Price/Earnings Problem. 9. Measuring Risk and Determining Investment Value.

MONEY AND STOCK PRICES

By BERYL WAYNE SPRINKEL, *Harris Trust and Savings Bank, Chicago, Illinois*

216 pp./1964

(see p. 36)

MONEY AND MARKETS: A Monetarist View

By BERYL WAYNE SPRINKEL

About 250 pp./Paperbound/1971

(see p. 36)

FINANCIAL INSTITUTIONS, Fourth Edition

By LORING C. FARWELL (Editor), the late FRANK H. GANE, DONALD P. JACOBS, *all of Northwestern University*, SIDNEY L. JONES, *The Council of Economic Advisers, Executive Office of the President, Washington, D.C.*, and ROLAND I. ROBINSON, *Michigan State University*

Financial Institutions provides students with an up-to-date introduction to our financial institutions and to the basic workings of our financial system. It introduces the student to the whole field of finance through an institutional approach, recognizing the many recent changes and developments in the American economy. Illustrated. Instructor's Manual. *785 pp./1966*

I. INTRODUCTION. 1. Role of Finance. II. BANKING AND MONETARY INSTITUTIONS. 2. Money and Money Supply. 3. Commercial Banking I: Origin and Development, Functions, Sources, and Uses of Funds. 4. Commercial Banking II: Bank Operation, the Balance-Sheet Approach. 5. Commercial Banking III: Bank Credit, Bank Earnings, and Credit Expansion. 6. Banking

Structure, Supervision, and Interrelations. 7. Monetary Roles of the Federal Reserve and Treasury. 8. The Money Market. III. BUSINESS FINANCE. 9. Financial Aspects of Corporate Organization. 10. The Financing of Business. 11. Securities Markets. 12. Small Business Finance. 13. Farm Credit Institutions. 14. Capital Markets: A Summary. IV. FINANCIAL INTERMEDIARIES. 15. Institutions for Channeling Saving into Investment. 16. Trustee Services. 17. Investment Companies and Investment Council. 18. Saving Through Pension Funds. 19. Life and Casualty Insurance. 20. Finance of Foreign Trade and Investments. V. SAVING AND CONSUMER FINANCE. 21. Personal Saving and Savings Institutions. 22. Consumer Credit. 23. Residential Real Estate Finance. VI. PUBLIC FINANCE AND MONETARY POLICY. 24. Public Finance: General and Federal Government. 25. Public Finance: State and Local Government. 26. The Attack on Economic Instability through Monetary and Fiscal Policy. 27. International Monetary Policy. 28. The Stability and Growth Objectives of Public Policy.

★ECONOMICS OF FINANCIAL INSTITUTIONS AND MARKETS

By PAUL F. SMITH, *Wharton School of Finance and Commerce, University of Pennsylvania*

This text is designed to integrate the basic factual and descriptive materials on financial institutions and markets into economic theory and to present an overall view of the financial system as it relates to the economic process. It introduces enough institutional material to give the student an understanding of the structure and organization of the financial system without destroying the essential simplicity of the theoretical framework of the system. *Economics of Financial Institutions and Markets* draws on the expanding body of literature that has been developing in recent years in the application of theoretical models to financial decisions and the behavior of financial institutions, and on the research done on public policy questions and issues that has added to our factual knowledge of the financial system. This book brings together the material from these sources and molds it into a unified description of the financing process. Designed for advanced undergraduate or graduate business school courses pertaining to financial institutions, financial markets, and financial structure. Has supplementary use for courses in money and banking. *297 pp./1971*

I. NATURE OF FINANCIAL DECISIONS. 1. Financial Strategy and the Demand for and Supply of Funds. 2. The Interest Rate as a Financial Tool. 3. Uncertainty and Risk. 4. Liquidity Preference and Cash Management. II. BEHAVIOR OF FINANCIAL INSTITUTIONS. 5. Financial Intermediation. 6. Types of Financial Insti-

FINANCE

tutions. III. NATURE AND STRUCTURE OF FINANCIAL MARKETS. 7. Types of Financial Markets. 8. Nature of Competition in Financial Markets. 9. Primary Markets. 10. Secondary Markets. 11. The Money Market. IV. FINANCIAL MONEY FLOWS AND AGGREGATE ECONOMICS. 12. Tracing Money Flows. 13. Sources of Funds for Growth. 14. Theories of Interest. 15. Financial Markets and the Level of Economic Activity. 16. Economic Role of Secondary Markets.

ANALYTICAL METHODS IN BANKING

Edited by KALMAN J. COHEN, *Carnegie-Mellon University*, and FREDERICK S. HAMMER, *Director, Division of Research, Federal Deposit Insurance Corporation, Washington, D.C.*

Analytical Methods in Banking may be used as a basic text for courses in financial applications of operations research; problems of financial analysis and banking; operations research and commercial bank administration and policies. The book may also be used as a supplementary text for courses in operations research techniques. It contains twenty-three articles, written by experts in the field, which describe applications of various quantitative techniques and approaches to the problems of commercial bank management. 614 pp./1966

I. Introduction. II. Asset Management. III. Lending and Credit Functions. IV. Trust Department. V. Bond Department. VI. Other Banking Problems.

MODERN CORPORATION FINANCE, Sixth Edition

By WILLIAM H. HUSBAND, *retired General Manager of Federal Savings and Loan Insurance Corporation*, and JAMES C. DOCK-ERAY, *The George Washington University*

As in preceding editions, the authors maintain a private enterprise approach which recognizes that the primary purpose of business activity is profit making; yet they also take a realistic view of the questions of public policy and government regulation.

The Sixth Edition has changed to include pertinent findings of SEC Study of the Securities Markets; evaluation of 1929 and 1962 stock market upsets and their effects on corporate ownership; and evaluation of changes in the 1964 Revenue Act and their impact on corporate policies. Teacher's Manual. 792 pp./1966

I. Finance and the Corporations. II. Instruments of Corporation Finance. III. Promotion, Capitalization,

Ownership, and Management. IV. Sale and Regulation of Securities. V. Income and Working Capital. VI. Corporate Expansion. VII. Failure and Reorganization. VIII. Public Policy.

MONEY AND BANKING CASEBOOK

Edited by LEWIS E. DAVIDS, *University of Missouri*

A group of distinguished professors and monetary authorities contributed the series of cases and discussion material in this book; the contributors range the full spectrum of economic thought on money and banking. The readings provide examples of studies, testimony, and policy positions from sources not readily available to most students. The sources are as diverse as the AFL-CIO, American Bankers Association, Barron's, Chase Manhattan Bank, International Monetary Fund, the Congressional Record, Federal Reserve district banks, and testimony before congressional committees. Thoroughly illustrated with photographs, charts, tables, graphs, etc. Teacher's Guide. 637 pp./1966

FOUNDATIONS FOR FINANCIAL MANAGEMENT

Edited by JAMES VAN HORNE, *Stanford University*

The purpose of *Foundations for Financial Management* is twofold. The first is to provide students of financial management with important materials, which, because of the depth of the analysis involved, are not usually found in textbooks. The 34 articles included represent significant contributions which constitute the foundations for current theory and practice. In this regard, the book can be used either as a primary text or for collateral reading. The second purpose is to provide a reference book for students, teachers, and practitioners. The materials included give rich perspectives and insight into numerous problems of concern to the financial manager. 606 pp./1966

CORPORATE FINANCIAL MANAGEMENT, Third Edition

By RAYMOND P. KENT, *University of Notre Dame*

In this Third Edition there is a greatly expanded treatment of the theory and techniques of capital budgeting and a new chapter on the cost of capital. In all other chapters, materials have been

brought thoroughly up to date, particularly to reflect the recent developments in corporate practices, such as the voluminous exchanges of securities in the accelerating merger movement, the flood of convertible securities, and the important new role for guaranteed obligations in the financing of operations abroad. Many new questions have been added and others reworked. There is a continued emphasis on the managerial point of view and a balance between the "internal" and "external" concerns of decision makers. Teacher's Manual. 936 pp./1969

I. Finance and the Business Corporation. II. Finance Functions and Cash Flows. III. Asset Management. IV. Budgeting, Control, and the Cost of Capital. V. Financial Structure. VI. Financing with Common Stock. VII. Financing with Preferred Stock. VIII. Financing with Retained Earnings. IX. Financing with Bonds. X. Financing without Securities.

CASE PROBLEMS IN FINANCE, Fifth Edition

Edited by J. KEITH BUTTERS, *Harvard Business School*

The cases in this volume depict a wide variety of financial problems and business situations covering many industries and from different time periods. Approximately 25 cases appear in this edition for the first time and many old cases have been revised. All cases are designed to provide a basis for class discussion. Teacher's Manual. 611 pp./1969

PART I. FINANCING CURRENT OPERATIONS. Introductory. Determinants of Capital Needs. Financial Analysis and Estimating Funds Requirements. Pattern of Funds Requirements. Major Types of Loan Arrangements. Managing Corporate Assets. PART II. LONG-TERM FINANCING. Valuation. Long-Term Capital Structure and Cost of Capital. Dividend Policy. Debt Management Leasing. Financial Entrepreneurship. Reporting of Earnings, and Models of Evaluation. Investment Decision, Mergers, and Acquisitions. Problems in Public Issues. Comprehensive Cases.

CASES IN CAPITAL BUDGETING

By ROBERT F. VANDELL and RICHARD F. VANCIL, *both of the Graduate School of Business Administration, Harvard University*

This book makes use of capital budgeting theory to provide a new framework for structuring the teaching of basic finance concepts at either the introductory or the intermediate level of the

finance curriculum in undergraduate schools. Instructor's Manual. 475 pp./1962

SECTION 1. Measuring Return on Investment. SECTION 2. Evaluating Riskiness. SECTION 3. Measuring the Cost of Capital. SECTION 4. Capital Structure Planning. SECTION 5. Choice among Financing Alternatives. SECTION 6. Capital Rationing. SECTION 7. The Strategy of Capital Budgeting.

TECHNIQUES OF FINANCIAL ANALYSIS, Revised Edition

By ERICH A. HELFERT, *Crown Zellerbach Corporation, San Francisco, California, and formerly, Assistant Professor, Graduate School of Business Administration, Harvard University*

This Revised Edition has been updated throughout, three chapters were completely rewritten, and material on Cost of Capital has been added.

It contains a collection of "technical notes" on tools and techniques of analysis together with selected readings to build student proficiency by introducing him to accepted techniques and a basic structure of institutional information. Besides learning how to work with the tools, the student practices the art of selection of the appropriate tools in a given situation. Problems and exercises accompany description and discussion. Teacher's Manual. 235 pp./Paperbound/1967

Introduction. 1. Funds Flow Concepts. 2. Profits, Break-Even Analysis and Cash Flows. 3. Ratios as Tools of Analysis. 4. Basic Financial Forecasting. 5. Cost of Capital and New Financing. 6. Techniques of Investment Analysis in Capital Budgeting. 7. Major Concepts of Security Valuation. 8. Major Sources of Financial Information. Index.

THE PUBLIC FINANCES: An Introductory Textbook, Third Edition

By JAMES M. BUCHANAN, *Virginia Polytechnic Institute*

509 pp./1970

(see p. 41)

GOVERNMENT FINANCE: Economics of the Public Sector, Fourth Edition

By JOHN F. DUE, *University of Illinois*

499 pp./1968

(see p. 41)

FINANCE

MODERN PUBLIC FINANCE, Revised Edition

(see p. 41)

By BERNARD P. HERBER, *University of Arizona*

About 525 pp./1971

THE CAPITAL EXPENDITURE DECISION

By G. DAVID QUIRIN, *University of Toronto*

This text examines the nature and objects of expenditure management systems, criteria of project desirability, and conceptual problems in estimating benefits and costs. 268 pp./1967

1. An Introduction to Capital Expenditure Management.
2. The Capital Expenditure Decision Process.
3. The Evaluation Process: Criteria for Measuring Desirability.
4. Measuring and Evaluating Benefits and Costs.
5. The Evaluation Process: Costs of Capital from Specific Sources.
6. The Evaluation Process: Costs of Capital to the Firm.
7. The Evaluation Process: Cost of Capital in the Public Sector.
8. Other Problems of Evaluation in the Public Sector.
9. The Capital Rationing Problem.
10. Risk and Uncertainty in the Decision Process.
11. Project Selection under Risk and Uncertainty.

REAL ESTATE FINANCE, Fourth Edition

By HENRY E. HOAGLAND and LEO D. STONE, *both of The Ohio State University*

Numerous new trends and developments of the middle 1960's make this revision desirable. Sweeping revisions in the federal housing program, particularly as effected by the Housing and Urban Development Act of 1968, have been taken into account. The new legislation forces a whole new look at the federal governmental load and credit programs, especially in the areas of secondary markets, urban renewal, new community development, and direct assistance. Techniques for equity participation by institutions are treated in light of their recent rise to importance in the tight money market. 646 pp./1969

1. Introduction.
2. Legal Nature of Real Estate Mortgages.
3. Kinds of Mortgages.
4. Mortgage Default and Its Consequences.
5. Mortgage Adjustments.
6. Junior Liens.
7. Real Estate Bonds, Investment Trusts, and Cooperatives.
8. Land Contracts.
9. Financing Long-Term Leases.
10. Purchase and Lease-Back.
11. Savings and

Loan Associations. 12. Savings and Loan Associations (cont.) 13. Financing of Real Estate by Banks. 14. Financing of Real Estate by Life Insurance Companies. 15. Mortgage Banking. 16. Miscellaneous Sources of Real Estate Finance. 17. Loan Applications. 18. Appraisal for Financing Purposes. 19. Title Analysis for Financing Purposes. 20. Mortgage Loan Servicing. 21. Financing Subdivisions and Development Projects. 22. Financing Farms. 23. Federal Home Loan Bank System. 24. Affiliates of Federal Home Loan Bank System. 25. Federal Housing Administration. 26. Financing Homes for Veterans. 27. Secondary Mortgage Markets. 28. The Federal National Mortgage Association. 29. Government Financing of Real Estate.

C.F.A. MONOGRAPH SERIES:

ACCOUNTING FOR THE FINANCIAL ANALYST

By JOSEPH A. MAURIELLO, *New York University*

156 pp./Paperbound/1967

C.F.A. READINGS IN FINANCIAL ANALYSIS, Second Edition

775 pp./1970

C.F.A. PERSONAL TRUST INVESTMENT MANAGEMENT

281 pp./1968

PENSION FUND INVESTMENT MANAGEMENT

Edited by ESMOND B. GARDNER, C.F.A.
Research Fellow

152 pp./1970

INVESTMENT COMPANY PORTFOLIO MANAGEMENT

C.F.A. Research Foundation

206 pp./1970

INSURANCE

GENERAL INSURANCE, Eighth Edition

By DAVID L. BICKELHAUPT, *The Ohio State University*, and the late JOHN H. MAGEE

In previous editions, this volume has established itself as one of the most outstanding texts in the field for courses covering the entire insurance area. Now in its Eighth Edition, it continues to offer a comprehensive and up-to-date treatment of insurance with emphasis on current problems. This edition of *General Insurance* has been improved in many ways: 1. greater emphasis on the relationship of insurance to the process of risk management; 2. new one-page outlines of the principal features and organization of each chapter—at the beginning of each chapter; 3. expansion of the social insurance aspects of the total insurance field; 4. contract analysis for new insurance policies included in up-to-date summaries; 5. new chapters on risk treatment, social insurance programs, automobile insurance—needs and solutions; 6. new sections on investment functions of insurance, business multiple-line contracts, personal and business excess liability and other topics; and 7. generally, an emphasis on blending together a risk management (consumer) viewpoint on insurance, with the insurer (functional) and social viewpoints, and adequate treatment of the contractual analysis of all of the basic kinds of insurance. Solutions Manual. 947 pp./1970

I. INTRODUCTION TO RISK AND INSURANCE. 1. Risk. 2. The Treatment of Risk. 3. Insurance and Its Significance. II. THE STRUCTURE AND OPERATIONS OF THE INSURANCE BUSINESS. 4. Insurance Contract Fundamentals. 5. Insurance Marketing. 6. Insurance Loss Payment. 7. Underwriting, Rating, Reinsurance, and Other Functions. III. INSURANCE AND GOVERNMENT. 8. Insurance Regulation. 9. Social Insurance and O.A.S.-D.H.I. 10. Other Social Insurance Programs. IV. PROPERTY AND LIABILITY INSURANCE. 11. The Basic Fire Insurance Contract. 12. Fire Forms, Endorsements, and Allied Lines. 13. Insurance for Indirect Losses. 14. Transportation Insurance. 15. The Liability Risk. 16. General Liability Insurance. 17. Employers' Liability and Workmen's Compensation. 18. Automobile Insurance—Needs and Solutions. 19. Automobile Insurance Coverage. 20. Crime Insurance and Suretyship. 21. Miscellaneous Property and Liability Insurance. 22. Multiple-line and All-lines Insurance. V. LIFE AND HEALTH INSURANCE. 23. Principles Underlying Life Insurance. 24. Estimating the Life Risk. 25. Individual Life Insurance. 26. Group Life Insurance. 27. Life Insurance Contract Features. 28. Annuities. 29. Health Insurance. 30. Group Health Insurance. VI. PLANNING AND BUY-

ING INSURANCE. 31. Coordinating Insurance Programs.

PRINCIPLES OF INSURANCE,
Fourth Edition

By ROBERT I. MEHR and EMERSON CAM-MACK, *both of the University of Illinois*

Mehr and Cammack's *Principles of Insurance* is interesting, readable, and understandable to the beginning student. Its objective is to present basic insurance principles (illustrated by practices) to the beginning student in a language he can understand. Rather than presenting each branch of the insurance business separately and completely, the book uses a functional approach which presents the principles and explains the practices.

In this Fourth Edition, somewhat more emphasis is given to insurance as a tool in risk management. There is expanded treatment of group life, health insurance, and pension planning. Included also is a complete discussion of the 1965 changes and additions in the social security system, as well as current trends in regulation. Teacher's Manual. 1012 pp./1966

I. INTRODUCTION. 1. What Insurance Is All About. 2. Risk and Insurance. 3. Risk Management and Insurance. 4. Loss Exposures: Identification and Measurement. II. THE INSURANCE CONTRACT AND ITS ANALYSIS. 5. Insurance and the Law. 6. Insurance Contracts. 7. The Insurance Policy. 8. Limitations on Coverage in Insurance Contracts: Perils, Property Loss. 9. Limitations on Coverage in Insurance Contracts: Persons, Locations, Time Hazard. 10. Limitations on Amount of Recovery. 11. Loss-Adjustment Provisions. III. THE FIELDS OF INSURANCE. 12. Fire and Allied Lines. 13. Ocean and Inland Marine Insurance. 14. Casualty Insurance. 15. Crime, Fidelity, and Surety. 16. Multiple-Line Coverages. 17. Social Insurance. 18. Health Insurance. 19. Life Insurance and Annuities. 20. Group Insurance and Pensions. IV. BUYING INSURANCE. 21. Buying Insurance: Property and Liability. 22. Buying Insurance: Life and Health. 23. Buying Insurance: Choosing the Insurer and the Agent. V. COMPANY ORGANIZATION AND OPERATIONS. 24. Types of Insurers: Proprietary. 25. Types of Insurers: Co-operatives and Governmental. 26. Company, Sales, and Co-operative Organizations in Insurance. 27. Underwriting the Insurance. 28. Pricing the Insurance. 29. Financial Management. 30. Paying the Claim. VI. THE INSURANCE INDUSTRY. 31. Historical Development of Insurance. 32. Regulation of the Insurance Business.

INSURANCE

LIFE INSURANCE, Revised Edition

By DAN M. MCGILL, *Wharton School of Finance and Commerce, University of Pennsylvania; the S. S. Huebner Foundation for Insurance Education; and the Pension Research Council*

Assuming no prior knowledge of life insurance, this text treats all the topics that make up the foundation for the study of the more specialized phases of the subject. It emphasizes principles and makes every effort to integrate those of one section of the book with those of every other section. Topics dealt with bear on life insurance as an economic service or product—except in the new Part Eight of this Revised Edition, which deals with institutional aspects of life insurance.

McGill's *Life Insurance* is designed as a basic text for use in college classes of life insurance, institutional educational programs—such as those of the American College of Life Underwriters and the Life Office Management Association—and company training programs. It has been selected by the Society of Actuaries as the recommended general text on life insurance. 1045 pp./1967

I. Introduction. II. Types of Contracts: Nature and Uses. III. The Arithmetic of Life Insurance. IV. Selection, Classification, and Treatment of Risks. V. Legal Aspects of Life Insurance. VI. Settlement Options and Programming. VII. Special Forms of Life Insurance. VIII. Institutional Aspects of Life Insurance.

LEGAL ASPECTS OF LIFE INSURANCE

By DAN M. MCGILL

218 pp./1959

HEALTH INSURANCE, Third Edition

By O. D. DICKERSON, *Florida State University*

Three principal changes have been made in the Third Edition of Dickerson's *Health Insurance*. The most significant change is a complete rewriting and revision of the material relating to social insurance and public assistance, reflecting the 1965 amendments to the Social Security Act. In addition, the wealth of statistical material has been up-dated. The material on problems and issues relating to disability income contracts has been expanded and combined into a chapter on disability income problems and issues. 796 pp./1968

PART I. Health Losses and How They Are Met. 1. The Problem of Health. 2. Meeting Health Losses: Treatment and Prevention. 3. Meeting Health Losses: The Financial Impact. 4. Government Programs. 5. Private Health Insurance Contracts. PART II. Expense Coverage. 6. Hospital Insurance. 7. Surgical and Medical Insurance. 8. Major Medical and Comprehensive Insurance. 9. Toward Broader Coverage. 10. Medical Expense: Problems and Issues. PART III. Income Coverages. 11. Commercial Contracts. 12. Noncancellable and Guaranteed Renewable Contracts. 13. Life Insurance Riders. 14. Limited and Industrial Contracts. 15. Group Contracts. 16. Disability Income Problems and Issues. PART IV. Health Insurer Operations. 17. Underwriting. 18. Rate Making. 19. Reserves. 20. Claims. 21. Distribution. 22. Regulation.

LAW AND THE LIFE INSURANCE CONTRACT, Revised Edition

By JANICE E. GREIDER, *State Farm Life and Accident Assurance Company*, and WILLIAM T. BEADLES, *Professor Emeritus, Illinois Wesleyan University*

This Revised Edition of *Law and the Life Insurance Contract* provides an up-to-date presentation understandable to the student whose principal interest is life insurance rather than the law. Illustrations have been taken from the law itself—the cases. Recent cases have been used as much as possible to convey the present day realities of the subject matter and to provide the student with a first-hand introduction to legal thinking and legal tradition. To give a survey of the various areas as well as to provide a quick means of review, summaries and questions for each chapter have been added. 570 pp./1968

1. Insurance and the Law. 2. What a Contract Is. 3. The Meaning of Agency. 4. The Life Insurance Contract is Formed. 5. The Applicant Names the Beneficiary. 6. The Policy is Reviewed. 7. Added Benefits and Limitations. 8. The Contract is Contested. 9. The Ideas of Waiver and Estoppel. 10. The Policyowner Pays the Premium. 11. The Policy as Property. 12. The Policyowner Changes the Beneficiary. 13. The Policyowner "Borrows" on His Policy. 14. Life Insurance and the Law of Wills. 15. The Policy Lapses and Is Reinstated. 16. Other Rights by Operation of the Law. 17. Remedies. 18. The Benefit is Paid.

LIFE INSURANCE, Third Edition

By the late JOHN H. MAGEE

836 pp./1958

PROPERTY AND LIABILITY INSURANCE, Fourth Edition

By the late JOHN H. MAGEE and OSCAR N. SERBEIN, *Stanford University*

The aim of the revision has been to view property and liability insurance from a multiple-line standpoint and yet to recognize the many traditional contracts still in use. Recognition is also given to the multiple-line character of many older contracts. A thorough analysis of the principal contract forms now used by insurers is provided. In addition, the text treats the principles of property and liability insurance starting with the meaning and measurement of risk and continuing to legal concepts, types of insurer, marketing, underwriting, adjustment of losses, finance, and other functions of the insurer. Solutions Manual. 964 pp./1967

I. Introduction to Property and Liability Insurance. II. Major Monoline Property Insurance Contracts. III. Liability Insurance and Allied Contracts. IV. Multiple Line and Miscellaneous Insurance Contracts. V. Operational Problems of the Property and Liability Insurer.

CASES IN LIFE INSURANCE

By KENNETH BLACK, JR., *Georgia State University*, JACK C. KEIR, *Temple University*, and STERLING SURREY, *late of the University of Massachusetts*

Designed as a supplement to any standard textbook in life insurance this casebook bridges the gap between principle and practice in life insurance and demonstrates to the student the interdisciplinary nature of life insurance company management. It is management oriented in that it emphasizes the recognition, and solution of essentially realistic life insurance business situations. Most of the cases in it involve management decisions; two are concerned with consumer problems and two others with sales decisions. Teacher's Manual. 265 pp./1965

RISK MANAGEMENT IN THE BUSINESS ENTERPRISE

By ROBERT I. MEHR, *University of Illinois*, and BOB A. HEDGES, *Temple University*

This is essentially a study of the management of non-speculative risks in business and the several management tools available to deal with them. Insurance is the most important single tool and the book provides all of the discussion of insurance that is needed for the general student of economics and business. Teacher's Manual. 663 pp./1963

I. INTRODUCTION TO RISK AND RISK MANAGEMENT. 1. Risk in Business: Its Nature and Management. II. METHODS OF HANDLING RISK. 2. Methods of Handling Risk: Risk Assumption. 3. Risk Transfer. 4. Risk Reduction. Appendix to Chapter 4: Some Concepts and Terms in Probability Theory. 5. The Use of Insurance. III. ANALYZING. 6. Identifying Loss Exposures: General. 7. Liability Exposures. 8. Measuring Loss Potential: Assets. 9. Measuring Loss Potential: Expenses and Income. IV. DEALING WITH RISKS. 10. Risk Management Decisions: Principles. 11. Risk Management Decisions: Applications. V. INSURANCE IN RISK MANAGEMENT. 12. The Fields of Insurance. 13. The Insurance Policy. 14. Insurance Covers. 15. Insurance Coverage. 16. The Insurance Market: Services Available. 17. The Insurance Market: Pricing and Costs. VI. CASES IN RISK MANAGEMENT.

GROUP INSURANCE HANDBOOK

Edited by ROBERT D. EILERS, *University of Pennsylvania*, and ROBERT M. CROWE, *University of Tulsa*

The *Group Insurance Handbook* combines the group life and health areas and their interrelated functions. It considers certain aspects of employee benefit plans in general and the relationships of the parties in such plans. The underwriting and rate-making aspects of all forms of group life and health insurance are discussed in depth. The book also explores the extension of the group concept into new areas, such as dental coverages, association group coverages, creditor coverages, and group property and liability coverages. Its purpose extends far beyond that of the basic textbook for one particular course. It is intended as a single, comprehensive text covering the entire area of group life and health coverages. 1002 pp./1965

I. Employee Benefit Plans. II. Group Coverages: Their Nature, Development, and Significance. III. Group Life Coverage. IV. Group Health Coverages. V. Common Aspects of Group Insurance Coverages. VI. Extensions of the Group Concept. VII. Self-Insurance.

LIFE AND HEALTH INSURANCE HANDBOOK, Second Edition

Planned and edited by DAVIS W. GREGG, *The American College of Life Underwriters*

Students are provided with a comprehensive reference and text source of information on every

INSURANCE

major aspect of life and health insurance in this expanded Second Edition of a very unique volume. The *Handbook* presents the best methods, procedures, practices, theories, and techniques in modern insurance and pensions in a non-technical, easy-to-read, and easy-to-understand style, for those in the industry as well as lawyers, accountants, trust officers and others. 1389 pp./1964

I. Economic Base of Life and Health Insurance. II. Individual Life Insurance and Annuities. III. Individual Health Insurance. IV. Group Life and Health Insurance. V. Pensions and Profit Sharing. VI. Business Uses of Life and Health Insurance. VII. Government Life and Health Benefits. VIII. Programming and Estate Planning. IX. Marketing of Life and Health Insurance. X. The Institution of Life and Health Insurance.

PROPERTY AND LIABILITY INSURANCE HANDBOOK

Prepared and edited by JOHN D. LONG, *Indiana University*, and DAVIS W. GREGG

This *Handbook* provides an extensive, informative, and imaginative treatment of insurance, encyclopedic in scope and current in content. It is a distillation of the knowledge of 134 undisputed experts from the business and academic communities. Topics are organized into 76 chapters in 9 major sections. This permits detailed attention to each "line" of insurance (including fidelity and surety bonds), to each insurance function, to the structure of the business, and to the concept of risk management. 1301 pp./1965

I. Risk and Insurance. II. Fire and Allied Lines Insurance. III. Marine and Aviation Insurance. IV. Inland Marine Insurance. V. Liability Insurance and Related Lines. VI. Multiple Line Insurance. VII. Suretyship. VIII. The Institution of Property-Liability Insurance. IX. Risk Management.

LIFE INSURANCE SETTLEMENT OPTIONS

By HARRY S. REDEKER, *Fidelity Mutual Life Insurance Company*, and CHARLES K. REID, II, *Life Insurance Agency Management Association*

308 pp./1964

UNEMPLOYMENT INSURANCE IN THE AMERICAN ECONOMY

By WILLIAM HABER, *University of Michigan*, and MERRILL G. MURRAY, *the W. E. Upjohn Institute for Employment Research*

547 pp./1966

CASUALTY CLAIM PRACTICE, Revised Edition

By JAMES H. DONALDSON, LL.B., LL.M., of *the New York and New Jersey Bar*

Written in nontechnical and easy-to-understand terms, this unique text analyzes the law creating the responsibilities to pay damages, the responsibilities which may be the subject matter of insurance, how and to what extent insurance can be provided, and the procedures to be followed leading to the ultimate disposition of each claim. The three basic steps of casualty claim practice—investigation, evaluation, and termination—are presented in a lucid, precise manner. Cases provide more convictual relevance to the material. 901 pp./1969

1. Casualty Claims and the Claimsman. 2. Common Law and Equity. 3. Law of Torts. 4. Tort Doctrines. 5. Statutory Modifications of the Law of Torts. 6. Judicial Modifications of the Law of Torts. 7. Law of Contracts. 8. Law of Agency and Contractors. 9. Law of Bailments, Innkeepers, and Carriers. 10. Law of Products. 11. Medical Malpractice. 12. Law of Automobiles. 13. Federal Jurisdiction and Authority. 14. Law of Admiralty. 15. Law of Evidence. 16. Liability Insurance Contracts. 17. Principles of Investigation. 18. Medical Aspects. 19. Public Records. 20. Claims Evaluation. 21. Settlement Negotiations and Termination. 22. Trial Preparation and Litigation. 23. Employer's Liability and Workmen's Compensation.

AUTOMOBILE INSURANCE

By CALVIN H. BRAINARD, *University of Rhode Island*

This book fills a long-standing need for a comprehensive text on automobile insurance. It lends itself both to course requirements and to home study, and the author has been mindful of the needs of university students of insurance theory as well as of those preparing for various state examinations and the insurance and law sections of the C.P.C.U. examinations. Broad treatment is given to many developments in contracts, coverages, legislation, rating, and marketing as well as to established principles and practices. 589 pp./1961

INSURANCE

I. The Nature of Automobile Insurance. II. The Family Automobile Policy. III. Other Automobile Policies. IV. Financial Responsibility. V. Functions of Automobile Insurers.

GENERAL INSURANCE AGENCY MANAGEMENT

By JAMES L. ATHEARN, *University of South Carolina*

Designed as a basic text for courses in insurance agency management offered at the advanced undergraduate and graduate level, this book is also suited to in-company training programs. It provides a wealth of practical information on agency management that is otherwise difficult to obtain, and there are ideas and insights for both beginners and experienced insurance executives. This is a handy reference guide, with extensive footnotes and bibliography to sources of related information. With its broad view of the nature of the operation of a general insurance agency, this could be a concise, comprehensive introduction for the potential staff member of an agency. 400 pp./1965

1. Introduction. 2. Agency Organization. 3. Agency Agreement. 4. Agent's Legal Position. 5. Entering the Agency Business. 6. Choosing Companies. 7. Housing the Agency. 8. Office Layout, Furnishings, and Equipment. 9. Office Management and Accounting. 10. Selecting and Training Office Personnel. 11. Selecting, Training, and Retaining Sales Personnel. 12. Sales Management. 13. Financial Management. 14. Life and Health Department. 15. Help from the Companies. 16. Ethics and Agency Management. 17. Agency Continuation. 18. Agency of the Future.

LIFE INSURANCE ACCOUNTING

By JOSEPH CERNY NOBACK

This text describes the generally accepted principles, practices, and procedures applied by United States and Canadian life insurance companies in preparing the comprehensive financial statements required by the supervisory authorities. Not only are terms defined, but also all basic concepts are illustrated with copious charts and examples. *Life Insurance Accounting* has been selected by the Education and Examination Committee of the Society of Actuaries as the standard work on this subject. It is both a reference book and a textbook on the Association Blank and the Canadian Life Blank. 467 pp./1969

I. Introduction. II. The Individual Financial Transactions. III. Assets. IV. Liabilities, Capital, and Surplus.

V. Policy Reserve Liabilities. VI. The Summary Financial Statements. VII. Exhibits, Analyses, and Schedules. VIII. The Canadian Life Blank. IX. Conclusion.

INFORMATION TECHNOLOGY IN THE INSURANCE INDUSTRY

By ROBERT C. GOSHAY, *University of California*

176 pp./1964

LIFE INSURANCE AGENCY FINANCIAL MANAGEMENT

By ARMAND C. STALNAKER, *General American Life Insurance Company*

Written as a definitive textbook that combines discussion of the principles underlying agency financial management with a practical analysis of actual problems of financial control of the life insurance agency, this volume will be valuable to both advanced students of insurance and agency executives. 319 pp./1965

PART I. 1. The Place of Financial Management in Agency Management. 2. Essential Accounting and Statistics. 3. The Management Control Function. 4. Governmental Regulations. 5. The Company and Agency Financial Management. PART II. 6. General Agent Contracts. 7. Compensation of Managers. 8. Agency Compensation Contracts. 9. Supervisor Compensation. 10. Other Contractual Commitments. PART III. 11. Analysis of Agency Accounts. 12. First Year and Renewal Expenses. 13. Functional Cost Analysis. PART IV. 14. Agency Expense Comparisons. 15. Determining General Agency Profit. 16. Relating Agency Costs to Agency Results. 17. Executive Judgment and Budgets as Cost Objectives. 18. Capital Requirements for Agency Development. 19. Cost Factors in Brokerage Operations. 20. Cost Considerations in Debit, Group, and Health Sales.

VALUATION OF SECURITIES HOLDINGS OF LIFE INSURANCE COMPANIES

By HAROLD G. FRAINE, *University of Wisconsin*

269 pp./1962

SOCIAL INSURANCE AND ALLIED GOVERNMENT PROGRAMS

By ROBERT J. MYERS, *Department of Health, Education, and Welfare*

266 pp./1965

INSURANCE

PENSION PLANNING: Pensions, Profit Sharing and Other Deferred Compensation Plans

By JOSEPH J. MELONE, *Prudential Insurance Company of America*, and EVERETT T. ALLEN, JR., *Towers, Perrin, Forster, and Crosby, Inc., Philadelphia*

The objective of this text is to present a comprehensive treatment of deferred compensation programs. While primary emphasis has been given to qualified pension plans, the text includes extensive coverage of other methods of deferring compensation such as profit sharing, tax-sheltered annuities, informal or non-qualified plans, and plans for the self-employed.

To make the fundamentals of these plans more understandable, examples and practical applications are emphasized throughout the text. In view of the importance of tax considerations in deferred compensation planning, two separate chapters have been devoted to this subject. In addition, tax consequences and implications are noted in the balance of the material wherever appropriate. 416 pp./1966

1. Development of Private Pension Plans. 2. Basic Features of a Pension Plan. 3. Funding Considerations. 4. Cost Considerations. 5. Plan Qualification and Deductibility of Employer Contributions. 6. Taxation of Distributions. 7. Individual Policy Plans. 8. Group Insured Pension Plans. 9. Trust Fund Plans. 10. Selection of a Funding Instrument. 11. Underwriting Aspects of Insured Plans. 12. Plan Installation and Administration. 13. Profit Sharing Plans. 14. Plans for the Self-Employed. 15. Nonqualified Deferred Compensation. 16. Tax-Sheltered Annuities.

HUMAN RELATIONS IN HANDLING INSURANCE CLAIMS

By WILLIS P. ROKES, *University of Nebraska at Omaha*

This volume in the Irwin Series in Risk and Insurance was written to meet the increasing demand for a definitive treatment of the psychology of handling insurance claims—principles of human relations to be applied by the insurance claims representative. It is oriented specifically toward the insurance claims adjuster but will also provide interesting and informative reading for anyone in the insurance business or interested in the subject of insurance claims handling. 292 pp./1967

PART I. HUMAN BEHAVIOR. 1. Understanding Human Relations. 2. Science and Human Behavior. 3. The

Imperfect Human. PART II. FOUNDATION FOR INFLUENCING PEOPLE. 4. Communication. 5. Listening. 6. Developing Listening Skills. PART III. INFLUENCING PEOPLE. 7. Motivation. 8. Motivation Principles and Claims Handling Techniques. PART IV. IN CONCLUSION. 9. A Philosophy.

Life Office Management Association

PRINCIPLES OF LIFE INSURANCE—Volume I

By JANICE E. GREIDER, *State Farm Life and Accident Assurance Company*, and WILLIAM T. BEADLES, *Professor Emeritus, Illinois Wesleyan University*

441 pp./1964

HOME OFFICE AND FIELD AGENCY ORGANIZATION—LIFE

By R. WERNER LEDERER, *Life Office Management Association*

275 pp./1966

ACCOUNTING FOR LIFE INSURANCE COMPANIES

By CHARLES L. VAN HOUSE, *Coastal States Life Insurance Company*, and W. ROGERS HAMMOND, *Georgia State College*

523 pp./1969

FUNDAMENTAL MATHEMATICS OF LIFE INSURANCE

By FLOYD S. HARPER, *Drake University*, and LEWIS C. WORKMAN, *Central Life Assurance Company*

407 pp./1970

S. S. Huebner Foundation

PARTICIPATING LIFE INSURANCE SOLD BY STOCK COMPANIES

By JOSEPH M. BELTH, *Indiana University*

234 pp./1965

INSURANCE

TRANSITION TO MULTIPLE LINE INSURANCE COMPANIES

By DAVID L. BICKELHAUPT, *The Ohio State University*

246 pp./1961

REGULATION OF BLUE CROSS AND BLUE SHIELD PLANS

By ROBERT D. EILERS, Executive Director,
The S. S. Huebner Foundation for Insurance Education

381 pp./1963

CORPORATE SELF-INSURANCE AND RISK RETENTION PLANS

By ROBERT C. GOSHAY, *University of California*

236 pp./1964

GROUP LIFE INSURANCE, Third Edition

By DAVIS W. GREGG, *The American College of Life Underwriters*

397 pp./1962

UNSATISFIED JUDGMENT FUNDS

By G. VICTOR HALLMAN, *American Institute for Property and Liability Underwriters*

365 pp./1968

RATEMAKING FOR HOMEOWNERS INSURANCE

By GERALD R. HARTMAN, *University of Pennsylvania*

323 pp./1967

TOTAL DISABILITY PROVISIONS IN LIFE INSURANCE CONTRACTS

By KENNETH W. HERRICK, *Texas Christian University*

229 pp./1956

SUBROGATION IN INSURANCE THEORY AND PRACTICE

By RONALD C. HORN, *The American College of Life Underwriters*

394 pp./1964

SAVINGS BANK LIFE INSURANCE

By DONALD R. JOHNSON, *University of Miami*

228 pp./1963

INSURANCE, GOVERNMENT, AND SOCIAL POLICY: Studies in Insurance Regulation

By SPENCER L. KIMBALL, *University of Wisconsin*, and HERBERT S. DENENBERG, *University of Pennsylvania*

509 pp./1969

ACCIDENT AND SICKNESS INSURANCE

Edited by the late DAVID McCAHAN

350 pp./1954

INVESTMENT OF LIFE INSURANCE FUNDS

Edited by the late DAVID McCAHAN

320 pp./1953

LIFE INSURANCE TRENDS AT MID- CENTURY

Edited by the late DAVID McCAHAN

190 pp./1950

ALL LINES INSURANCE

Edited by DAN M. MCGILL, *The S. S. Huebner Foundation for Insurance Education*

228 pp./1960

AN ANALYSIS OF GOVERNMENT LIFE INSURANCE

By DAN M. MCGILL

308 pp./1949

INSURANCE

THE BENEFICIARY IN LIFE INSURANCE, Revised Edition

Edited by DAN M. MCGILL, Original Edition
Edited by the late DAVID McCAHAN

334 pp./1956

THE REGULATION OF RECIPROCAL INSURANCE EXCHANGES

By DENNIS F. REINMUTH, *University of Michigan*

263 pp./1967

LIFE INSURANCE SALES MANAGEMENT

Edited by DAN M. MCGILL

310 pp./1957

AUTOMOBILE LIABILITY CLAIMS: Insurance Company Philosophies and Practices

By JERRY S. ROSENBLOOM, *Temple University*

216 pp./1968

PENSIONS: PROBLEMS AND TRENDS

Edited by DAN M. MCGILL

224 pp./1955

LIFE INSURANCE HOUSING PROJECTS

By ROBERT E. SCHULTZ, *University of Southern California*

168 pp./1956

COMPULSORY TEMPORARY DISABILITY INSURANCE IN THE UNITED STATES

By GRANT M. OSBORN, *University of Massachusetts*

252 pp./1958

RIGHTS OF CREDITORS IN LIFE INSURANCE POLICIES

By STUART SCHWARZSCHILD, *Georgia State University*

399 pp./1963

INSURANCE AND ECONOMIC THEORY

By IRVING PFEFFER, *University of California at Los Angeles*

213 pp./1956

LIFE INSURANCE INVESTMENT IN COMMERCIAL REAL ESTATE

By H. WAYNE SNIDER, *Temple University*

153 pp./1956

GROUP HEALTH INSURANCE, Revised Edition

By JESSE F. PICKRELL, *University of Texas, El Paso*

240 pp./1961

RISK MANAGEMENT

Edited by H. WAYNE SNIDER

227 pp./1964

DEVELOPMENT OF COMPREHENSIVE INSURANCE FOR THE HOUSEHOLD

By JOHN EUGENE PIERCE, *University of Tennessee*

454 pp./1958

★NON-ADMITTED INSURANCE IN THE UNITED STATES

By SAMUEL H. WEESE, *Insurance Commissioner of West Virginia*

About 200 pp./1971

THE ECONOMIC THEORY OF RISK
AND INSURANCE

By ALLAN H. WILLETT

131 pp./1951

Pension Research Council

LEGAL STATUS OF EMPLOYEE
BENEFIT RIGHTS UNDER PRIVATE
PENSION PLANSBy BENJAMIN AARON, *University of California, Los Angeles*

143 pp./1961

CONCEPTS OF ACTUARIAL
SOUNDNESS IN PENSION PLANS

By DORRANCE C. BRONSON

254 pp./1957

STATUS OF FUNDING UNDER
PRIVATE PENSION PLANSBy FRANK L. GRIFFIN, JR., *The Wyatt Company*, and CHARLES L. TROWBRIDGE, *Bankers Life Company*

125 pp./1969

FULFILLING PENSION EXPECTATIONS

By DAN M. MCGILL, *The Pension Research Council*

341 pp./1962

FUNDAMENTALS OF PRIVATE
PENSIONS, Second Edition

By DAN M. MCGILL

437 pp./1964

GUARANTY FUND FOR PRIVATE
PENSION OBLIGATIONS

By DAN M. MCGILL

202 pp./1970

DECISION AND INFLUENCE
PROCESSES IN PRIVATE PENSION
PLANSBy the late JAMES E. McNULTY, JR., *University of Pennsylvania*

143 pp./1961

ACTUARIAL ASPECTS OF PENSION
SECURITYBy WILLIAM F. MARPLES, *Alexander and Alexander, Inc.*

229 pp./1965

COLLECTIVELY BARGAINED MULTI-
EMPLOYER PENSION PLANSBy JOSEPH J. MELONE, *Prudential Insurance Company of America*

210 pp./1963

LEGAL PROTECTION OF PRIVATE
PENSION EXPECTATIONSBy EDWIN W. PATTERSON, *Professor Emeritus, Columbia University*

309 pp./1960

POSITIVE EXPERIENCES IN
RETIREMENTBy OTTO POLLAK, *University of Pennsylvania*

68 pp./Paperbound/1957

THE SOCIAL ASPECTS OF
RETIREMENT

By OTTO POLLAK

62 pp./Paperbound/1956

ENSURING MEDICAL CARE FOR THE
AGED

By the late MORTIMER SPIEGELMAN

304 pp./1960

MANAGEMENT: ADMINISTRATION AND ORGANIZATIONAL BEHAVIOR

McCahan Foundation

MEDICARE

By ROBERT J. MYERS, *Department of Health, Education, and Welfare*

368 pp./1970

MARKETING LIFE INSURANCE: Its History in America

By J. OWEN STALSON

911 pp./1969

MANAGEMENT: ADMINISTRATION AND ORGANIZATIONAL BEHAVIOR

ORGANIZATION AND ENVIRONMENT: Managing Differentiation and Integration

By PAUL R. LAWRENCE and JAY W. LORSCH, *both of the Graduate School of Business Administration, Harvard University*

Originally published by the Division of Research, Harvard Business School, this award-winning book is now made available by Irwin in paperback. It received the James A. Hamilton Hospital Administrators' Book Award for 1969 for the outstanding book in the field of administration, and in 1968 it was selected by the Academy of Management as one of the Best Management Books of the Year.

The motivating question for this text is: what organizational characteristics are required to deal effectively with different external market and technological conditions? Authors Lawrence and Lorsch believe an answer to this question is vital to formal organization theory as well as to top executives. Their conclusion is that no one form of organization is "best," but they have developed a contingency theory that focuses on the organizational characteristics which lead to effective performance given the specific demands of an organization's environment. 295 pp./Paperbound/1969

1. Background and Approaches to the Study. 2. Organizations in a Diverse and Dynamic Environment. 3. Resolving Interdepartmental Conflict. 4. Environ-

mental Demands and Organizational States. 5. Additional Perspectives on Resolving Interdepartmental Conflict. 6. High-Performing Organizations in Three Environments. 7. Traditional Organizational Theories. 8. Toward a Contingency Theory of Organization. 9. Implications for Practical Affairs.

ORGANIZATION THEORY: A Behavioral Analysis for Management

By WILLIAM G. SCOTT, *University of Washington*

The focus is organization theory, using the behavioral sciences as the foundation for explanation of organizational and managerial processes. The book explores four areas of crucial importance to management: 1) value systems underlying management thought, 2) social territory, 3) organizational processes, and 4) issues in organization theory. Administrative in its orientation, this volume is written for thoughtful managers and advanced students of management. It is suitable as a basic text for courses in organization theory, human relations, management and the behavioral sciences and advanced courses in personnel and industrial relations. 455 pp./1967

PROLOGUE TO THE ANALYSIS. I. Perspectives in the Analysis. II. Social Territory. III. Process Concepts in Social Territory. IV. Problems and Issues in the Analysis. PART IV-A. Problems and Issues in the Territory. IV-B. Problems and Issues in Influence. IV-C. Problems and Issues in Administration. EPILOGUE.

MANAGEMENT: ADMINISTRATION AND ORGANIZATIONAL BEHAVIOR

ORGANIZATION THEORY AND POLICY: Notes for Analysis

By EDMUND P. LEARNED, and AUDREY T. SPROAT, both of the Graduate School of Business Administration, Harvard University

Short, easy-to-grasp summaries of the major schools of thought on organization theory are designed to orient the student in this fast-changing and developing field and, at the same time, promote analysis and understanding of the ideological controversies in organization theory. 126 pp./Paperbound/1966

STUDIES IN ORGANIZATION DESIGN

Edited by JAY W. LORSCH and PAUL R. LAWRENCE

This volume contains a collection of research studies which focus on various aspects of the design of complex organizations. The topics covered range from the choice of product versus functional organization to some of the issues connected with operating business on a multinational basis. All of the papers develop a theoretical focus which might be called a contingency model. That is, they focus on understanding organizational phenomena in relation to the tasks to be performed and the needs of the specific members of the organization. Addressing a broad range of organizational and managerial issues, this book further develops the work reported in *Organization and Environment*. This text is designed for supplementary use for courses in organizational behavior, sociology of organization, organizational psychology, general management, and business policy generally taught at the graduate level. 203 pp./1970

1. An Orientation and Introduction. 2. Corporate-Divisional Relationships in Highly Diversified Firms, Stephen A. Allen III. 3. Organizational Choice: Product versus Function, Arthur H. Walker and Jay W. Lorsch. 4. Organizations in Two Cultures, Andre Ruedi and Paul R. Lawrence. 5. Organizational Characteristics and Individual Motivation, John J. Morse. 6. The Development of Differentiation in Organized Work, Stanley H. Udy, Jr. 7. Environmental and Technological Determinants of Organizational Design, Jay Galbraith. 8. Effective Management of Programs, James Burns. 9. Entrepreneurship and Moderation: The Role of the Integrator, Dalmar Fisher. 10. Planning as Integration, Mrityunjay Athreya. 11. Synergy as the Optimization of Differentiation and Integration by the Human Personality, Charles Hampden-Turner.

ORGANIZATIONAL BEHAVIOR AND ADMINISTRATION SERIES

This new series of three paperbound volumes combines cases and concepts to illuminate organizational problems in three broad areas: organizational structure and design; motivation and control; and organizational development and change. This series, retaining the same title as the earlier casebook by Lawrence and Seiler (Irwin, 1965) focuses on the organizational problems encountered by managers of modern organizations. The student is challenged to make use of concepts of human motivation and social systems in the development of formal and informal organizations to achieve a given aim. The cases are mostly new and many feature problems in assessing and implementing new management techniques, i.e. management-by-objectives, matrix organization, Organizational Development Programs, computer simulation, etc.

The readings, drawn from management literature, where available or written for these volumes, provide background, concepts, and perspective for the issues encountered in the cases. The three volumes have been designed to be used as a combined series, to be used alone for short programs, or in connection with other books or texts.

★MOTIVATION AND CONTROL IN ORGANIZATIONS

Edited by GENE W. DALTON and PAUL R. LAWRENCE, both of the Graduate School of Business Administration, Harvard University

This volume centers on the process by which goals are established and performance is measured and rewarded. Readings present various points of view on motivation in organizations. Cases present some of the theory issues involved in assessment, incentives, control, and compensation. Teacher's Manual. 427 pp./Paperbound/1971

ORGANIZATIONAL STRUCTURE AND DESIGN

Edited by GENE W. DALTON and PAUL R. LAWRENCE, with the collaboration of JAY W. LORSCH, all of the Graduate School of Business Administration, Harvard University

This volume concentrates on problems of building or adapting organizations to perform new tasks or to meet new challenges. Readings center on the problems of obtaining a "fit" between an

MANAGEMENT: ADMINISTRATION AND ORGANIZATIONAL BEHAVIOR

organization and the tasks it performs. Teacher's Manual. 320 pp./Paperbound/1970

ORGANIZATIONAL CHANGE AND DEVELOPMENT

Edited by GENE W. DALTON and PAUL R. LAWRENCE, with the collaboration of LARRY E. GREINER, all of the Graduate School of Business Administration, Harvard University

This volume centers on the problem of change and the use of training and education as a major means to bring about organization and management development. Cases focus on problems which arise when management consciously or inadvertently institutes programs to alter the behavior of members of the organization. Cases and readings examine problems of implementing change ranging from very traditional methods to "laboratory-training" and "grid" programs. Teacher's Manual. 403 pp./Paperbound/1970

ORGANIZATIONAL BEHAVIOUR

By JOE KELLY, Sir George Williams University

An account of organizational behaviour which emphasizes the need for an interdisciplinary approach, this text illustrates how the focus of discussion has been shifted from the individual, via the group to the organization. The book documents the switch from industrial psychology to human relations and then to organizational behaviour. It represents the fusion of a number of different standpoints—observational studies, group dynamics, psychoanalysis, etc. Providing complete coverage through text and readings, *Organizational Behaviour* uses text material and boxes which contain summaries of up-to-date research findings. 682 pp./1969

1. Organizational Behaviour. 2. Human Relations. 3. The Organizational Concepts of Leadership. PERSONALITY, THE GROUP, THE ORGANIZATION. 4. Personality and Organization. 5. Group Dynamics. 6. A Framework for the Study of Organizational Behaviour. STUDIES OF EXECUTIVE BEHAVIOUR. 7. Executive Behaviour I—The Managing Director. 8. Executive Behaviour II—The Departmental Manager. APPLICATIONS. 9. Executive Selection and Recruitment. 10. Sensitivity Training. 11. Communications. 12. Conflict. 13. Management Education, Its Data, Efficiency and First Principles. THEORY. 14. The Demise of Human Relations.

ORGANIZATION AND INNOVATION

By CHRIS ARGYRIS, Yale University

286 pp./1965

READINGS IN ORGANIZATIONAL BEHAVIOR AND HUMAN PERFORMANCE

Edited by LARRY L. CUMMINGS, University of Wisconsin, and WILLIAM E. SCOTT, Indiana University

The underlying theme of the readings in this text is the understanding and influencing of the behavior of individuals and groups within goal-seeking organizations. It is characterized by: 1. A substantial amount of text materials which integrate sections of the book as well as the readings within each section. 2. A synthesis of empirical and theoretical materials with an emphasis on a behavioral perspective of the management of human resources. 3. A concern with and emphasis upon the practical utility of the literature reviewed in the text. 4. A basic, integrating framework for the student provided through behavioral theory. 801 pp./Paperbound/1969

1. The Development of Knowledge in Organizational Behavior and Human Performance. 2. Theoretical and Empirical Foundations of Organizational Behavior and Human Performance. 3. Dependent Variables in Organizational Behavior and Human Performance. 4. Environmental and Structural Determinants of Behavior in Organizations. 5. Interpersonal Processes as Determinants of Behavior in Organizations. 6. Behavioral Direction and Change Strategies.

SYSTEMS ANALYSIS IN ORGANIZATIONAL BEHAVIOR

By JOHN A. SEILER, Graduate School of Business Administration, Harvard University

This new book presents a comprehensive, systematic analytical framework for diagnosing problems in the human aspects of organizations. The framework is presented in detail suitable for concrete analysis of specific cases, i.e., providing categories into which case data may be sorted and theories for relating categories of data to each other. Sample cases are included at appropriate points in the book so the student may try out operation of the analytical scheme and receive feedback on how well he is doing. Analysis, furthermore, is put in perspective by relating it to other facets of the problem-solving process and

MANAGEMENT: ADMINISTRATION AND ORGANIZATIONAL BEHAVIOR

suggesting important dimensions of carrying analysis to action. 237 pp./1967

Introduction. 1. Systems and the Analysis of Functions. 2. Sociotechnical Systems. 3. Human Inputs. 4. Behavior Reconsidered. 5. Social Inputs. 6. Technical Inputs. 7. Organizational Inputs. 8. Analysis and Action.

INTERPERSONAL COMPETENCE AND ORGANIZATIONAL EFFECTIVENESS

By CHRIS ARGYRIS, *Yale University*

303 pp./1962

TRAINING FOR DEVELOPMENT

By ROLF P. LYNTON, *Carolina Population Center, University of North Carolina*, and UDAI PAREEK, *University of Udaipur, India*

In a short twenty years, training has mushroomed into a large scale activity—both here and abroad. This book answers the immediate question of whether this training activity can be justified by its results. The authors' answer is no, with honorable exceptions. The action question then is how it can be improved. This is what the book is about. Involved in answering the question in action are program directors and trainers now numbered by the thousands, as well as participants in training programs, and their organizations, who are entitled to receive good value for their investment in training. Many descriptions of actual experiences, research findings, and additional readings included. 427 pp./1967

ORGANIZATIONAL BEHAVIOR: Theory and Application

By WILLIAM FOOTE WHYTE, *Cornell University*

Organizational Behavior, a far-reaching revision of *Men at Work*, is designed to serve as a basic text for courses in industrial sociology and human relations in industry. Of 33 chapters, 19 are new, 3 are major revisions, and the remainder have all been substantially changed. The text now provides an integrated theoretical framework, linking interaction theory and exchange theory with a new transactional approach to social analysis. There are three sections dealing with the introduction of change, including completely new chapters on research and development and the decision making process. While the text continues to provide rich case material from the author's own research experience, it provides

broader coverage than before of the relevant studies by other investigators. For greater teachability, each chapter contains a section of summary and conclusions and questions for discussion. Suggested problem assignments call upon the student to relate the chapter to his own experience and observation. 821 pp./1969

I. Historical and Theoretical Background. II. The Social and Economic Environment. III. Groups and Inter-Group Relations. IV. Individual and Group in the Organizational Context. V. Vertical Relations. VI. Lateral and Diagonal Relations. VII. Union-Management Relations. VIII. Introducing Change. IX. Progress Report.

ADMINISTERING RESEARCH AND DEVELOPMENT: The Behavior of Scientists and Engineers in Organizations

By CHARLES D. ORTH, III, *Sterling Institute, Boston*, JOSEPH C. BAILEY, *Graduate School of Business Administration, Harvard University*, and FRANCIS W. WOLEK, *Wharton School of Finance and Commerce, University of Pennsylvania*

593 pp./1964

SOME THEORIES OF ORGANIZATION, Revised Edition

Edited by ALBERT H. RUBENSTEIN, *Northwestern University*, and CHADWICK J. HABERSTROH, *University of Wisconsin, Milwaukee*

This volume is designed for basic text use for courses in organization, and supplementary text use for courses in administration and management. It is not intended as an inventory or state-of-the-art document. Instead it focuses on organization theory as an approach to the systematic study of organizational behavior. The essays and articles are designed to expose the reader to a variety of conceptual approaches and research methods, with the emphasis still on empirical studies of real, operating organizations. In the selection of the articles, the editors have tried to incorporate the major schools of thought in this rapidly growing field, as well as provide a picture of the wide diversity of specific approaches. 717 pp./1966

MANAGEMENT: ADMINISTRATION AND ORGANIZATIONAL BEHAVIOR

THE STUDY OF SOCIETY: A Unified Approach

By ALFRED KUHN, *University of Cincinnati*

828 pp./1963

ORGANIZATIONAL CHANGE: The Effect of Successful Leadership

By ROBERT H. GUEST, *The Amos Tuck School of Business Administration, Dartmouth College*

192 pp./1962

FORMAL ORGANIZATION: A Systems Approach

By ROCCO CARZO, JR., *Temple University*, and JOHN N. YANOZAS, *University of Connecticut*

In this volume the authors attempt to use the systems approach in understanding, explaining, and designing formal organizations. They classify behavior of formal organizations into technical, social, and power subsystems. The emergent system—the system that evolves from the interplay of these subsystems—displays order and orderliness. The method of organization design is to harness the tendency toward order and arrange resources in a manner that permits optimum achievement of organization goals. 603 pp./1967

I. FUNDAMENTAL CONCEPTS. 1. Introduction. 2. Traditional Organizational Theory. 3. Administration in Traditional Theory. 4. Problems of Traditional Theory. II. BEHAVIORAL PATTERNS. 5. Nonformal Behavior. 6. Social Organization and Behavior. 7. Power and Power Structure. 8. Emergent System. III. ORGANIZATIONAL DESIGN. 9. Markov Chain Analysis. 10. Learning. 11. Basic Framework for Organizational Design. 12. Control. 13. Waiting Line Theory and Organizational Design. 14. System Reliability in Organizational Design. IV. ELEMENTS OF CHANGE. 15. Motivation in Organization. 16. Organizational Change. Epilogue.

EUPSYCHIAN MANAGEMENT

By the late ABRAHAM H. MASLOW

The personal journal of a theoretical-clinical-personality psychologist, for the first time con-

fronted with an enlightened management in an industrial (electronics) firm, *Eupsychian Management* describes the interrelations between psychological theory and modern management. The book is composed of knowledge gained from the firm and from the general literature of an enlightened management, in addition to knowledge acquired through adopted suggestions by the author concerning business and organization theory. Also described is the feedback of knowledge between the author and the firm. The salient thesis of this journal is that the work situation can be so arranged as to enhance simultaneously the economic health of the firm and the psychological health of the people in the firm. 293 pp./Paperbound/1965

MANAGERIAL ATTITUDES AND PERFORMANCE

By LYMAN W. PORTER, *University of California, Irvine*, and EDWARD E. LAWLER, III, *Yale University*

This book focuses on the relationship between managers' job attitudes and their job performance. The first part of the book presents a theoretical conceptualization of this relationship, while the middle chapters describe the results of a large-scale research study relevant to the theoretical model. The final two chapters summarize the findings, reevaluate the model in light of the findings, and discuss some of the possible practical implications of the findings. 217 pp./1968

ORGANIZATIONAL EFFECTIVENESS: An Inventory of Propositions

By JAMES L. PRICE, *University of Iowa*

The purpose of this book is to present the core of what the behavioral sciences now know about the effectiveness of organizations. The format which is used for this presentation is an inventory of propositions. Such an inventory consists of a set of general propositions specifying the determinants of some phenomenon. The independent variables in the set are different for each proposition; the dependent variable (effectiveness in this book) remains unchanged. This inventory is based on an intensive analysis of fifty studies. 227 pp./Paperbound/1968

MANAGEMENT AND MANAGEMENT SCIENCE

MANAGING ORGANIZATIONAL INNOVATION

By JEREMIAH J. O'CONNELL, *Wharton School of Finance and Commerce, University of Pennsylvania*

This volume reports a clinical case study of the reorganization of one of the world's largest insurance companies by one of the world's largest management consulting firms. The study focuses on the segment of the organization that is crucial to the success of the reorganization. In broad outline, it minutely examines the behavior of a management group before and after the change

effort. It identifies the factors molding the behavior of these managers before the change and analyzes the methods employed by the consultant to alter the behavior of these managers. 209 pp./Paperbound/1968

ORGANIZATIONAL BEHAVIOR AND ADMINISTRATION: Cases, Concepts, and Research Findings, Revised Edition

By PAUL R. LAWRENCE and JOHN A. SEILER, *both of the Graduate School of Business Administration, Harvard University*

995 pp./1965

MANAGEMENT AND MANAGEMENT SCIENCE

INTRODUCTION TO BUSINESS: A Management Approach, Fourth Edition

By ARTHUR M. WEIMER, *Indiana University, and Executive Vice President, American Association of Collegiate Schools of Business*

Designed for undergraduate courses in introduction to business, this text provides a sophisticated approach to today's business yet is presented in a style easily comprehended by the beginning business student. The Fourth Edition has been made clearer and more teachable, with substantial flexibility provided so that instructors may use the materials to meet their own requirements. Emphasis is on the point of view of the manager so that the student is provided with a better understanding of the interdependence of the many types of work carried on by every business establishment, and the relationship between the business firm and our society as a whole.

While retaining the best of previous editions, and the same basic approach, the Fourth Edition of Weimer's *Introduction to Business* is more than just an updating. The introductory section has been reorganized and several new chapters have been added. Other chapters have been substantially revised and new material added. At the same time, several chapters in the previous edition were combined and repetitious material deleted so that the book as a whole is shorter and more concise than before. 721 pp./1970

TEACHING AIDS

WORKBOOK

By JOHN H. PORTER, *Indiana University*

The Fourth Edition of the student *Workbook* has been improved and updated to coordinate with the text. It includes questions, problems, and exercises designed to make the student *think* rather than merely look up answers in the text. The inclusion of *integrated incidents*—short, snappy illustrations of business cases—is an added feature, as well as relevant material from weekly business publications.

INSTRUCTOR'S MANUAL

Available to adopters of the Weimer text and the Porter *Workbook* is this combined *Instructor's Manual*. It includes teaching suggestions for each chapter, answers or suggested solutions to the problems and cases in the text, and solutions to the exercises in the *Workbook*.

PRINCIPLES OF MANAGEMENT, Fifth Edition

By GEORGE R. TERRY, *Ball State University*

The Fifth Edition of this popular text retains the best of the previous edition but adds new modern material in the management field. The major parts of the revision are management orienta-

MANAGEMENT AND MANAGEMENT SCIENCE

tion, planning, organizing, actuating, controlling, and the use of management as a process in key areas. Three new chapters have been added, including management decision making, schools of management thought, and organization perspective and concepts. In addition, nine chapters are completely rewritten. Again each chapter is concluded with questions and case problems. Only those proven to be most helpful have been retained: about one half of the questions and one third of the cases are brand new. *Teacher's Manual. 807 pp./1968*

I: MANAGEMENT ORIENTATION. 1. Basic Concepts of Management. 2. Management Objectives. 3. Management Change and Innovation. 4. Management Decision Making. 5. Schools of Management Thought. 6. Management as a Process. II: PLANNING. 7. Management Planning. 8. Premises and Constraints of Planning. 9. Managerial Classifications of Planning. 10. Long- and Short-Range Planning. 11. Implementing Managerial Planning. III: ORGANIZING. 12. Organization Perspective and Concepts. 13. Departmentation and Manpower Assignment. 14. Authority in Management. 15. Organization Relationships. 16. Organization Dynamics. IV: ACTUATING. 17. Modern Actuating Concepts in Management. 18. Managerial Leadership. 19. Communication in Management. 20. Evaluating and Developing Management Members. 21. Compensation. V: CONTROLLING. 22. Managerial Controlling. 23. Overall Managerial Controls and Audits. 24. Controlling Quantity and Quality. 25. Controlling Time Use and Cost. 26. Budgetary Controlling. VI: USE OF MANAGEMENT AS A PROCESS IN KEY AREAS. 27. Marketing Management. 28. Production Management. 29. Finance Management. 30. Personnel Management. 31. Office Management.

THE AMERICAN BUSINESS ENTERPRISE: Introductory Text and Cases

By JERRY B. POE, *Florida Technological University*

This text introduces the student to the role of business in our society by first providing a framework of economic understanding so that he comprehends better the workings of the private enterprise system and the function of profits. The nature of the total management of the business (including behavioral science dimensions of management applied to human relations) is followed by chapters covering the functional areas of business from marketing and production to finance and control. Topics such as business use of computers and participating in multi-national business operations are included in separate chapters.

The outstanding feature of this volume is the way it introduces the student to a study of business by the use of text material and cases which provide a dynamic approach to the structure and functioning of business in America. The book thus provides a significant departure from the purely descriptive and institutional approach to business taken by many books in the field. The student is instead constantly challenged to assume the role of the business manager in constructively dealing with the issues and problems which are part of the changing environment of American business. The case method of teaching the introduction to business course provides the student with additional meaningful substantive materials in the various functional areas of business and also involves him in the process of business decision making.

The Instructor's Manual contains discussions on each case along with an analysis of the use of cases at the introductory level. Objective test questions for every chapter are included to assist instructors in preparing examinations.

A *Review Guide and Workbook* to accompany the text has been prepared by Walter W. Perlick of the Pennsylvania State University. It contains highlights of each chapter, terminology, exercises, objective questions, discussion questions, and supplementary problems. A separate Instructor's Manual is available. *574 pp./1969*

1. The Economic Basis of American Business. 2. The Importance of Profits to American Business. 3. Management of the Business Enterprise. 4. Human Relations in the Business Enterprise. 5. The Role of Personnel Management. 6. Labor Relations. 7. Marketing. 8. The Nature of Purchasing. 9. Production. 10. The Use of Computers by Business. 11. Understanding Accounting Statements. 12. Management Control in the Business Enterprise. 13. Financial Institutions. 14. Financial Management of the Business Enterprise. 15. Business and Government. 16. International Business Management. 17. Business and Society. Appendix.

INTRODUCTION TO BUSINESS, Third Edition

By MICHAEL J. JUCIUS, *University of Arizona*, and GEORGE R. TERRY, *Ball State University*

In this basic text for courses in introduction to business, a complete picture of modern business is presented to the beginning student. It provides a comprehensive view of modern business and an understanding of American business structure. It will help the student to learn what business is all

MANAGEMENT AND MANAGEMENT SCIENCE

about, view business in its entirety, gain knowledge of business philosophy and practices, and aid in selecting suitable future employment.

A complete Teacher's Manual is available to adopters, as well as a revision of the Student Workbook written by Professor George Goodell of Kent State University. Solutions to the Workbook questions and problems are furnished to adopters of the Workbook. 576 pp./1966

I. FUNDAMENTAL ASPECTS OF BUSINESS. 1. The Subject of Business. 2. People in Business. 3. Personnel Programs and Practices. II. BUSINESS OWNERSHIP AND ADMINISTRATION. 4. Business Ownership. 5. Management of Business. 6. Business Organization Structures. III. MARKETING. 7. Marketing in Modern Business. 8. Considerations in Pricing. 9. Selling. 10. Research in Marketing. 11. Advertising and Sales Promoting. 12. World-Wide Marketing. IV. FINANCING. 13. Business Financing. 14. Financial Institutions. 15. Security Exchanges. 16. Financial Problems and Statements. V. MANUFACTURING. 17. Physical Aspects of Production. 18. Manufacturing Processes and Automation. 19. Materials Management. 20. Controlling Production Output. 21. Transportation. VI. FACILITATING ACTIVITIES. 22. Business Risk Forecasting, and Insurance. 23. Business Information and Budgets. 24. Statistics in Business. 25. Mathematics and Business. VII. PUBLIC REGULATING. 26. Government and Business. 27. Government and Taxes.

OFFICE MANAGEMENT AND CONTROL: The Administrative Managing of Information, Sixth Edition

By GEORGE R. TERRY, *Ball State University*

The dynamics and the essentiality of the office justify this Sixth Edition, a thoroughly updated volume devoted completely to this vital area of office management and control. New patterns of thought, new and sharper tools with which to work, and a linking of the many specialized office activities into a coherent whole, feature this new edition. Thus, all major improvements and the most significant of mushrooming new developments are incorporated, including computer facility with on-line terminal units, new peripheral equipment, latest developments of records management and microform, innovations in office space planning, and informal office organization challenges.

The basic objective of this text remains the same as previously, namely, to present basic principles and successful practices used in getting office work accomplished. Emphasis is placed upon management of information creating, processing, retaining, and distributing whether manual

or machine means are employed. The main structure upon which the material is presented is based upon what a person practicing office management really does. Many helpful charts, illustrations, how-to-guides, check lists, and examples are provided. Teacher's Manual and Manual of Objective Tests. 834 pp./1970

I. INTRODUCTION. 1. The Role of Information Management. II. CONCEPTUALIZING THE WORK TO BE DONE. 2. Systems Design and Integrating Information. 3. Systems Improvement and Total Systems Concept. 4. Office Work Simplification—Procedures and Methods. 5. Information Media—Forms and Records. 6. Information Media—Letters and Reports. III. PLANNING FOR DATA PROCESSING. 7. Information Machines and Equipment. 8. Source Data Automation. 9. The Computers and Information Management. 10. Computers—Technical Considerations. 11. Computer Processing—Current Developments. 12. Information Distribution. IV. PLANNING FOR RECORDS MANAGEMENT. 13. Storing and Retrieving Information. 14. Managing the Information Stored. 15. Managing Copying and Office Supplies. V. ADDITIONAL PLANNING REQUIREMENTS. 16. Office Location and Furniture Planning. 17. Office Space Planning. 18. Office Environment. VI. CONTROLLING. 19. Office Controlling and Standards. 20. Office Time-Use. 21. Quality and Quantity Control. 22. Cost and Budgetary Control. 23. Office Manuals and Audits. VII. ORGANIZING. 24. Organizing the Information Efforts. 25. Determining the Formal Office Organization. 26. Authority and Organizational Relationships. 27. Informal Organization and the Office. 28. Dynamics of Office Organizing. VIII. ACTUATING. 29. Challenge of Actuating. 30. Office Supervision. 31. Developing Office Employees. 32. Effective Actuating Practices. 33. Office Salary Administration.

ELEMENTS OF MANAGERIAL ACTION, Revised Edition

By MICHAEL J. JUCIUS, *University of Arizona*, and WILLIAM E. SCHLENDER, *Cleveland State University*

A Basic but comprehensive analysis and discussion of the elements which are necessary for managerial action and how they can be integrated for organizational effectiveness are presented in this noteworthy volume. It may be used by itself as a basic text for courses in management or in conjunction with a book of supplementary readings. The scope of the contents and the method of presentation make it appropriate both for college classroom and management development programs. Teacher's Manual. 508 pp./1965

1. The Field of Management. 2. Philosophy of Management. 3. Decision Making. 4. Planning. 5. Organizing. 6. Directing. 7. Controlling. 8. Objectives. 9. Policies.

MANAGEMENT AND MANAGEMENT SCIENCE

10. Functions and Procedures. 11. Organization Structure. 12. Authority and Responsibility. 13. Line-and-Staff Relationships. 14. Informal Organization Structure and Relationships. 15. Human Relations. 16. Morale. 17. Motivation. 18. Grievances and Disciplinary Action. 19. Communications. 20. Procuring the Executive Team. 21. Processes of Executive Development. 22. Appraisal of Executives. 23. Compensation of Executives. 24. Executive Behavior. 25. Trends in Management.

CASES IN GENERAL MANAGEMENT, Revised Edition

By CYRIL J. O'DONNELL, *University of California at Los Angeles*

Management case histories, typical operational problems, analyses, and techniques for solution are incorporated in the 34 case studies presented in this text. It is designed for introductory and intermediate courses in management theory and policy offered at the advanced undergraduate or graduate levels. In such courses as principles of management or general management, the cases are valuable supplementary materials. Teacher's Manual. 643 pp./1965

THE ANALYSIS OF MANAGEMENT DECISIONS, Revised Edition

By WILLIAM T. MORRIS, *The Ohio State University*

561 pp./1964

MANAGEMENT DECISION MAKING

By MAX D. RICHARDS, and PAUL S. GREEN-LAW, *both of The Pennsylvania State University*

In this approach to the study of management, the authors view the management process as focusing upon decision making. They employ the systems approach to management and integrate concepts and materials from the behavioral sciences and management science with traditional management theory.

Mathematical and model building concepts are employed at a level which can be assimilated easily by students. Instructor's Manual. 578 pp./1966

1. Management: Past and Present. 2. Values, Objectives, and Decision Making. 3. Approaches to Decision Making. 4. Motivation and Behavior. 5. The Leadership Process. 6. Group Behavior. 7. Design of the Organiza-

tional Structure. 8. Formal Organization: Departmentalization. 9. Formal Organizational Change. 10. Human Factors and Organizational Change. 11. The Planning Process. 12. The Control Process. 13. Analysis of the Firm. 14. Acquisition of Resources. 15. Allocation of Resources. 16. Allocation of Resources: Mathematical Programming. 17. Inventory Decision Making. 18. Simulation Models. 19. Overview.

THE MANAGERIAL MIND: Science and Theory in Policy Decisions, Revised Edition

By CHARLES E. SUMMER, *University of Washington*, and JEREMIAH J. O'CONNELL, *Wharton School of Finance and Commerce, University of Pennsylvania*, with the collaboration of BORIS YAVITZ

Focusing upon the relationship between theory and science on the one hand and the practice of general management on the other, this volume presents more than 200 theories, included in 153 abstracts, which provide practice in acquiring the attitudes and methodologies of the managerial mind. Twenty-eight case situations are preceded by introduction to the nature and limitations of physical and social science in the world of policy making and action. The case introductions serve to relate the theoretical readings to the cases and include questions for discussion and analysis. A complete index of authors is provided at the end of the book. Teacher's Manual. 895 pp./1968

CONTENTS I. Plan of the Book. Contents II—Cases Related to Disciplines and Concepts. Contents III—Cases Related to Action Problems. INTRODUCTORY. 1. Theory and Practice in General Management. 2. Conceptual Schemes and Science. 3. Social Science and Applied Science. CASE MATERIALS. Case Materials: Cases, Readings, and Connective Tissue. Less Complex Cases. Complex Cases. More Complex Cases. Cases for Original Analysis. Appendix.

CRITICAL INCIDENTS IN MANAGEMENT, Revised Edition

By JOHN M. CHAMPION, *University of Florida*, and FRANCIS J. BRIDGES, *Georgia State University*

The rationale basic to the development of this book is as follows: First, it is felt that the most characteristic task of the manager is decision making calling for a knowledge of managerial principles as well as a philosophy of thought, a personal system of values, a professional code of ethics, and a view of what constitutes business

MANAGEMENT AND MANAGEMENT SCIENCE

morality. Thus, in a method of instruction which incorporates use of this text, students of management are encouraged to develop their own perspective or method of thinking necessary to effectively cope with the value premises needed in making managerial decisions. Second, greater student interest in assigned reading and increased classroom participation can be achieved when theoretical concepts are related to practical situations. Therefore, this volume contains a series of managerial incidents, each involving some management principle, concept, or practice. For most of the incidents there are one or more commentaries written by outstanding academicians and presenting differing views. Comprehensive reading lists are also included for most incidents. Instructor's Manual. 243 pp./Paperbound/1969

BUSINESS, SOCIETY AND THE INDIVIDUAL, Revised Edition

By the late GEORGE ALBERT SMITH, JR., and JOHN B. MATTHEWS, JR., *Graduate School of Business Administration, Harvard University*

The Revised Edition has essentially the same purposes and goals as the original edition: to show the responsible business leader and the student who hopes to become one, the kinds of policy-making and administrative ethical problems which he must face in a private enterprise economy. They are especially problems in which both economic and noneconomic (moral, personal, social, political) factors are involved. The material presented provides a unique opportunity for students to get better acquainted with "real business life," and to be made aware that such life for the responsible business leader involves keeping in perspective all the financial facts, and all the political and human facts which are inside his enterprise, and also those which are outside. Teacher's Guide. 760 pp./1967

Introductory. I. Disclosure of Information by the Firm Officers to Stockholders, the Public, and Others. II. Relations between U.S. Business Firms and U.S. Government Agencies. III. Relations, Problems, Opportunities—U.S. Subsidiaries, Foreign Firms, and Foreign Governments. IV. Division of Rights and Responsibilities between Individuals, Firms, Unions, and Government Agencies. V. Prejudice, Discrimination—Costs to the Individual and to Society. VI. Dislocations—Political and Technological Change and/or Mergers or Takeovers. VII. Personal Values and Some Business Practices. VIII. Personal Incomes and Incentives of Various Segments of Our Society—Disposal of Consumer Income. IX. Leisure—Causes and Uses. X. Industrial

Espionage. XI. Responsibilities of the Powerful and Wealthy—(Individuals, Firms, Nations) toward the Weak, Poor, the Disadvantaged.

BUSINESS POLICY CASES: With Behavioral Science Implications, Third Edition

Edited by MERWIN M. HARGROVE, *University of Tulsa*, IKE H. HARRISON, *Texas Christian University*, and EUGENE SWEARINGEN, *National Bank of Tulsa*

In the Third Edition, about one dozen cases are new. They include new industries, international cases, and those involving social responsibility of the firm. All of the cases may be analyzed in relation to behavioral science research findings. Representing diverse industries, large and small, with wide geographical distribution, all the cases in this text actually happened; none has been "armchaired." This text is particularly appropriate in schools where students may enter small business or where they may go into non-unionized situations. This edition also includes more effective utilization of the computerized (or manual) management game, SIMULETT. It is placed near the first of the text and should be employed throughout the semester to develop the quantitative skills of the student in decision making, as well as to develop rapport among the students through small groupwork sessions in connection with the management game. Instructor's Manual. 570 pp./1969

TABLES FOR USE IN ANALYZING BUSINESS DECISIONS

By JEROME BRACKEN, *The George Washington University*, and CHARLES J. CHRISTENSON, *Harvard University*

294 pp./Paperbound/1965

POLICY FORMULATION AND ADMINISTRATION: A Casebook of Top-Management Problems in Business, Fifth Edition

By the late GEORGE ALBERT SMITH, JR., C. ROLAND CHRISTENSEN, and NORMAN A. BERG, *all of the Graduate School of Business Administration, Harvard University*

This is the Fifth Edition of the most widely adopted casebook ever published dealing with

MANAGEMENT AND MANAGEMENT SCIENCE

top-management problems in business. Each case describes actual situations of a bona fide company and includes information about the industry and its competitive conditions, some historical background about the company itself, financial and statistical data, information about products and production and marketing methods, facilities, the organization plan, and executive personnel. The cases have been selected from those used at the Harvard Business School in the course on business policy. Suggestions for Instructors, available to adopters. 913 pp./1968

I. The Perspective of Top Management. II. Sizing Up Situations, Formulating Policies, Discovering Opportunities, Assessing Risks and Planning Programs of Action. III. Organizing Administrative Personnel and Putting Plans into Action. IV. Measuring, Controlling and Motivating Administrative Personnel. V. Follow-up and Reappraisal. VI. Management of Foreign Operations. VII. The Business Leader and Public Responsibility.

implementation. The diverse collection of cases describes the representative companies, defines the relationship of each to its industries, and describes its managerial background, policies and administration, over-all achievements, objectives, and policies. The point of view assumed is that of the chief executive of the firm. Teacher's Guide. 1060 pp./1969

I. DETERMINING CORPORATE STRATEGY. The Concept of Corporate Strategy. The Company and Its Environment: Relating Opportunity and Resources. The Company and Its Strategists: Relating Economic Strategy and Personal Values. The Company and its Social Responsibilities: Relating Corporate Strategy and Moral Values. II. IMPLEMENTING CORPORATE STRATEGY. The Accomplishment of Purpose: Organizational Structure and Relationships. The Accomplishment of Purpose: Organizational Processes and Behavior. The Role of Leadership in the Achievement of Purpose. Effecting Major Change in Strategy and Organization.

BUSINESS ORGANIZATION AND MANAGEMENT, Fifth Edition

By ELMORE PETERSEN, *Late of the University of Colorado*, E. GROSVENOR PLOWMAN, Deputy Undersecretary of Commerce for Transportation, and JOSEPH M. TRICKETT, *School of Business, University of Santa Clara*

Widely adopted through five editions, this text is designed for one semester junior, senior, or graduate courses. It is well adapted to serve as the basic theory book—with or without required readings in a case or problems book. Its theoretical approach is neither "traditional" nor "behavioristic", but rather builds upon and develops the best in both. It deals with organization as a technique that must be both *understood* and *used* by the organization planner. Teacher's Manual. 354 pp./1962

PROBLEMS OF GENERAL MANAGEMENT: Business Policy: A Series Casebook

By EDMUND P. LEARNED, C. ROLAND CHRISTENSEN, and KENNETH R. ANDREWS

The casebook from Harvard's Business Policy staff is unique in that each case forms part of a series on a single firm or industry. As a result, the data are comprehensive enough to permit discussion in depth of the role of the president and other top managers in planning the competitive strategy of the firm, formulating departmental or general policies, co-ordinating departmental activities, developing executive personnel, building and leading the organization, checking up on results, and reporting to and seeking guidance from the board of directors. The industries represented are manufacturing, installment finance, and insurance. Instructor's Guide. 750 pp./1961

BUSINESS POLICY: Text and Cases, Revised Edition

By EDMUND P. LEARNED, C. ROLAND CHRISTENSEN, *both of the Graduate School of Business Administration, Harvard University*, KENNETH R. ANDREWS, *Georgia State College*, and WILLIAM D. GUTH, *Columbia University*

Developed systematically throughout, this volume permits a step-by-step consideration of the concept of corporate strategy as well as of the sub-activities required for its formation and

EUROPEAN PROBLEMS IN GENERAL MANAGEMENT

By EDMUND P. LEARNED, FRANCIS J. AGUILAR, and ROBERT C. K. VALTZ, *all at the IMEDE Management Development Institute, 1961-1962*

826 pp./1963

INCIDENTS IN INTERNATIONAL BUSINESS

By RICHARD N. FARMER, *Indiana University*

The 72 incidents, or short cases, which make up this unique volume contain both internal firm and environmental problems for analysis, designed for use in coordination with other texts as an independent unit. The author provides a complete key to the relevant business and environmental variables involved in each incident so that the problem is more readily identified and solved. The incidents are short enough to make their use flexible in the classroom. Instructor's Manual. 230 pp./Paper-bound/1967

CULTURE AND MANAGEMENT: Text and Readings in Comparative Management

By ROSS A. WEBBER, *University of Pennsylvania*

The impact of cultural factors on the internal management of the foreign firm is the focal point of this volume. Rather than concentrating on how U.S. managers should conduct their affairs in foreign lands, the author points up how native managers operate in their own countries to reveal how cultural variables influence the philosophy and practice of management. The readings outline the interrelation between cultural variables and management in a perceptive and provocative manner. Emphasis throughout is on motivational processes of managers and how these influence the behavior of subordinates. 609 pp./1969

1. The Expanding World of Management. 2. Culture and Management—An Overview. 3. Management in the United States: The Historical Setting. 4. Culture and Attitudes Affecting Economic Activities. 5. Business Managers and Economic Development. 6. Origins of Managers. 7. Education and Management. 8. Managerial Philosophies and Practices. 9. Examples of Management in Specific Countries. 10. Convergence in Managerial Philosophy and Practice? Appendix.

CONCEPTUAL FOUNDATIONS OF BUSINESS, Revised Edition

By RICHARD EELLS, *Columbia University*, and CLARENCE C. WALTON, *Catholic University*

An outline of the major ideas sustaining business enterprise in the Western world, this unusual text invites the student to consider the meaning of today's business in the light of the ideas and concepts which are the foundations upon which

our society is constructed. It was written in the belief that the modern businessman, and hence today's student of business, must become aware of values beyond profit alone if business is to survive as an independent institution. The Revised Edition has been substantially rewritten and reorganized to add new insights on relevant concepts. There are new chapters on business in the United States, recent trends in corporate social responsibilities, and invention and innovation, and numerous other areas have been expanded. 656 pp./1969

I. BUSINESS IN HISTORICAL CONTEXT. 1. Business in Western Europe. 2. Business in the United States. II. FREEDOM. 3. Freedom of Association. 4. Labor in a Business Society. 5. The Corporation: Idea and Reality. 6. The Business Corporation: A Constellation of Interests. 7. Recent Trends in Corporate Social Responsibilities. III. OWNERSHIP. 8. Private Property. 9. Contract. 10. Work. 11. Leisure and Free Time. IV. THE ECONOMY. 12. Money, Credit, Profit, and Capital Formation. 13. Competition. 14. The Market. 15. Invention and Innovation. V. GOVERNANCE. 16. Freedom, Justice, and Law. 17. Authority and Power. 18. Pluralism. 19. Constitutionalism. VI. CHANGING PERSPECTIVES. 20. The Changing Functions of Business: The Economic Performance. 21. Business and the Creative Society: The Cultural Dimension. 22. Business and Value-Forming Institutions: The Moral Setting.

MANAGING THE SMALL BUSINESS

By LAWRENCE L. STEINMETZ, JOHN B. KLINE, and DONALD P. STEGALL, *all of the University of Colorado*

From the standpoint of retail, wholesale, service, and manufacturing, a thorough and concise examination reveals all phases of managing the small and middle-sized business. Marketing, managing, financing, promoting, insuring, establishing, developing, and staffing are all aspects considered and analyzed. Written for both students and practitioners, this book describes how the potential businessman proceeds in establishing, then operating and profiting from a small business operation. The analysis, objective, and consequences of various courses of action open to the businessman are examined with suggestions and recommendations for decision making under varying conditions. Instructor's Manual. 667 pp./1968

1. Small Business in the American Economy. 2. Electing Small Business as A Way of Life. 3. Patterns of Small Business Operation. 4. Before You Start A Business—Objective Self Analysis. 5. A Business Opportunity—New

MANAGEMENT AND MANAGEMENT SCIENCE

or Developed. 6. Legal Problems and Governmental Control. 7. The Appropriate Legal Organization. 8. Preparing The Prospectus. 9. Capital Needs and Capital Sources. 10. Accounting and Financial Controls. 11. Your Role As Financial Manager—Part I. 12. Your Role As Financial Manager—Part II. 13. Solving the Problems of Business Location. 14. The Business Environment—Building, Site, and Related Features. 15. Manufacturing and Production Operations. 16. Personnel and Employee Relations. 17. Planning—Key to Efficient Operations. 18. Organizing, Directing and Controlling Organizational Efforts. 19. Management—Developing the Winning Combination. 20. The Company Image—Build It or Buy It? 21. Advertising—Waste or Wisdom? 22. Pricing of Products and Services. 23. Research—Markets, Products and People. 24. Inventory Control and Materials Management. 25. Risk Management and Insurance. 26. Managing Credit Sales for Profit. 27. Professional and Consulting Aids for the Small Businessman.

SMALL BUSINESS MANAGEMENT: A Casebook

By W. ARNOLD HOSMER, late Professor Emeritus, and FRANK L. TUCKER, both of the Graduate School of Business Administration, Harvard University, and ARNOLD C. COOPER, Krannert Graduate School of Industrial Administration, Purdue University

Thirty-three cases and eight notes and readings depict the problems and issues facing managements of small or new business enterprises in a variety of industries and at various stages of development. Most of the cases deal with overall policy problems of a company as a whole, and bring out the interrelationships among marketing, production, finance, etc. The cases also explore the extent to which management methods used by large companies can be adapted to smaller firms. Authoritative in every respect, this volume is designed for use in courses in new or small business management generally offered at the senior or graduate level. It may be used as a supplementary text in small business policy or in introductory courses in administration. Teacher's Manual. 617 pp./1966

Introduction. Thirty-three Cases. NOTES AND READINGS: 1. Relative Position of Small Enterprises in the American Economy. 2. Career Opportunities in Small Business. 3. Note on Financing Small Business Enterprises. 4. Potentialities and Pitfalls of Financing Small Enterprises. 5. The Legal Pattern of Business Firms. 6. A Brief Analysis of Patent Law for the General Practitioner. 7. Note on Major Approaches to Security Valuation. 8. Small Manufacturing Enterprises.

PROBLEMS OF CORPORATE POWER

By PAUL W. COOK, JR., *Wabash College*, and GEORGE A. VON PETERFFY, *Graduate School of Business Administration, Harvard University*

Bargaining and negotiating situations are presented for analysis in the eighteen cases of this volume. Each situation focuses on a business firm which must deal with an external force or factor that is influencing the company and which it, in turn, can influence. Teacher's Guide. 380 pp./1966

RESEARCH, DEVELOPMENT, AND TECHNOLOGICAL INNOVATION

By JAMES R. BRIGHT, *University of Texas*

This text provides an understanding of the process of technological innovation as it springs from scientific research or invention, and proceeds from theory, experiment, or speculation to economic reality. Managerial problems are identified and dealt with as they appear in this sequence. Emphasis is on those problems relatively unique to technological change. 800 pp./1964

AUDITING, MANAGEMENT GAMES, AND ACCOUNTING EDUCATION

By NEIL C. CHURCHILL, *Harvard University*, MERTON H. MILLER, *University of Chicago*, and ROBERT M. TRUEBLOOD, *Touche, Ross, Bailey, and Smart*

118 pp./1964

THE EXECUTIVE GAME

By RICHARD C. HENSHAW, JR., *Michigan State University*, and JAMES R. JACKSON, *University of California at Los Angeles*

The Executive Game captures much of the excitement and many of the problems of top management and affords the student an unusual opportunity to learn something about his interests in business administration and his abilities and limitations compared with other participants. It also provides a stimulating and interesting opportunity to apply the basic principles learned in various business administration courses to realistic situations. The Game utilizes an electronic computer to simulate a small industry (oligopoly) in which there are a few companies manufactur-

ing and selling a single product. Participants are organized into teams which operate their hypothetical companies in competition with each other.

Of the two game models, Model 1 is well adapted for use in introductory business administration and economics courses. Model 2 is more useful in upper level courses. No previous knowledge of electronic computers is required. All tables, figures, and blank forms necessary for play are provided, and three computer programs punched on IBM cards are available to adopters. 171 pp./8½" x 11", Paperbound/1966

MANAGEMENT OF INDUSTRIAL ENTERPRISES, Sixth Edition

By RICHARD N. OWENS, Professor Emeritus, *The George Washington University*

Widely adopted in its previous editions, the Sixth Edition of Owens' popular text maintains its clear, concise coverage of all phases of the organization and management of industrial enterprises. The material presented is applicable to all types of industries and is written in an easy-to-read style that the average undergraduate will understand and enjoy. This outstanding text has been thoroughly revised—much of the book has been rewritten, new material has been added, and unnecessary material eliminated. It is designed specifically for undergraduate courses in industrial management. Teacher's Manual. 652 pp./1969

I. Introduction. II. Organizational Problems. III. Equipment and Working Conditions. IV. The Product. V. Motion and Time Study. VI. Wages and Incentives. VII. Personnel Relations. VIII. Materials Management. IX. Planning and Control of Quantities. X. General Planning and Control.

MANUFACTURING POLICY IN THE PLASTICS INDUSTRY: A Casebook of Major Production Problems, Third Edition

MANUFACTURING POLICY IN THE FURNITURE INDUSTRY: A Casebook of Major Production Problems, Third Edition

MANUFACTURING POLICY IN THE ELECTRONICS INDUSTRY: A Casebook of Major Production Problems, Third Edition

MANUFACTURING POLICY IN THE OIL INDUSTRY: A Casebook of Major Production Problems, Third Edition

MANUFACTURING POLICY IN THE STEEL INDUSTRY: A Casebook of Major Production Problems, Third Edition

MANUFACTURING POLICY IN THE TEXTILE INDUSTRY: A Casebook of Major Production Problems, Third Edition

By WICKHAM SKINNER, *Harvard University*, and DAVID C. D. ROGERS, *The University of Michigan*

In these paperbound volumes, case studies of major production problems of selected industries are reconstructed to reveal the relationship between a company and the industrial environment in which it operates. Previously published as a single casebook, these Third Editions have been revised in content as well as in format. Many new cases, new industry reference chapters, and new process chapters, as well as a new introduction, add to the comprehensiveness and timeliness of these specialized volumes.

As a basic text for courses in manufacturing policy and as a supplementary text for production management and manufacturing management courses, these volumes are conveniently versatile to fit the scope and structure of the class. By studying a cluster of related cases the student gains an understanding of the way products are manufactured and marketed in an industry before attempting to deal with top-level manufacturing decisions in particular companies in that industry.

A comprehensive Instructor's Manual for each casebook is available to adopters.

MANAGEMENT AND MANAGEMENT SCIENCE

MANUFACTURING MANAGEMENT, Fifth Edition

By FRANKLIN G. MOORE, *University of Michigan*

Like the earlier editions, this Fifth Edition emphasizes the managerial viewpoint. General information on each subject is first presented. Following this is a discussion of the problems managers face in each subject area. Alternative courses of action are considered along with the pros and cons of each. This gives the student both an acquaintance with the various subject areas, their problems, and a feel for the appropriate managerial actions.

The trend toward more quantitative subject material, first incorporated into the Third Edition and expanded in the Fourth, continues in this edition. Additions include the application of quantitative methods in maintenance work, and reliability engineering as well as in other places. Emphasis has also been put on illustrating how capital equipment replacement techniques and economic lot size formulas can be used in choosing between alternatives. In all such new additions the text discussion has emphasized the use of these tools in managerial work. An important change in the Fifth Edition is the addition of a large number of new case situations, questions, and study problems. Teacher's Manual. 908 pp./1969

1. Manufacturing Management—The Setting. 2. Manufacturing Policy Decisions. 3. Economic Analysis Methods Break-Even Points and Simulation. 4. Capital Investment. 5. Capital Investment Analysis Methods. 6. Capacity. 7. Automation and Machine Lines. 8. Manual Operation Assembly Lines. 9. Plant Locations. 10. Factory Buildings and Services. 11. Layout. 12. Materials Handling and Transportation. 13. Maintenance. 14. Research. 15. Development. 16. Product Design. 17. Personnel Relations. 18. Union-Management Relations. 19. The Foreman. 20. Safety and Health. 21. Wage Administration. 22. Job Evaluation. 23. Wage Incentive Plans and Fringe Wages. 24. Work Improvement. 25. Time Study and Time Standards. 26. Systems Analysis. 27. Computers. 28. Budgets and Cost Calculation. 29. Cost Reduction and Cost Control. 30. Quality Standards and Inspection. 31. Statistical Quality Control. 32. Purchasing. 33. Inventories. 34. Controlling Inventories. 35. Production Planning and Control Overview. 36. Order Control. 37. Other Kinds of Production Control. Appendixes.

THE PRODUCTION FUNCTION IN BUSINESS, Third Edition

By HOWARD L. TIMMS and MICHAEL F. POHLEN, *both of Indiana University*

The Third Edition of this popular text continues to provide functional material about production,

organized in such a manner that is useful for analysis, and then moves into a treatment of analysis. The concept of an "operations" function is stressed even further in this edition by incorporating as Part I the short paperback *Introduction to Operations Management* (Irwin, 1967), updated and revised. Perhaps most important, this revision extends the concept of decision systems by employing more thorough mathematical analysis. Finally, this edition shows explicitly the relationship between decision systems for operations management and Administrative (or Business) Policy. Instructor's Manual. 719 pp./1970

1. The Production or Operations Function. 2. Management Theory. 3. Decision Theory. 4. Systems Theory. 5. Decision Systems for Operations Management. 6. The Product Planning Function. 7. Managing the New Product Function. 8. Capacity Planning. 9. Process Planning. 10. Plant Planning. 11. The Maintenance System. 12. The Quality Control System. 13. Planning and Control of Aggregate Output. 14. Planning and Control of Stages. 15. The Production Control System. 16. The Purchasing System. 17. Production Cost Control.

MANUFACTURING MATERIALS AND PROCESSES

By HARRY D. MOORE and DONALD R. KIBBEY, *both of The Ohio State University*

The subject matter of this book is concerned with both materials used in manufacturing and the processes by which raw materials are converted to usable products. The discussion of materials is confined primarily to a description of the most common engineering materials and their metallurgy as it affects, and is affected by, the processes. The major portion of the book deals with the conventional manufacturing processes of casting, welding, machining, and deformation shaping. Teacher's Manual. 580 pp./1965

1. Introduction. 2. Properties of Materials. 3. The Nature of Materials. 4. Solid State Changes in Metals. 5. Ferrous Metals. 6. Nonferrous Metals. 7. The Nature of Manufacturing. 8. The Casting Process. 9. Foundry Technology. 10. Theory of Plastic Flow. 11. Millwork and Forging. 12. Pressworking of Sheetmetal. 13. Powder Metallurgy. 14. Plastics. 15. The Welding Process. 16. Welding Process and Design. 17. Welding Equipment and Procedures. 18. Machining Fundamentals. 19. Machined Shapes. 20. Cutting Tools. 21. Machine Tools. 22. Auxiliary Machine Equipment. 23. Numerical Control. 24. Miscellaneous Processes. 25. Surface Finishing. 26. Inspection.

PRODUCTION-INVENTORY SYSTEMS: Planning and Control

By ELWOOD S. BUFFA, U.C.L.A.

This text deals with the concepts and methods of planning and controlling production-inventory systems. The book looks at four distinguishable classifications: 1) The nearly pure inventory system, 2) systems for high-volume standardized products, 3) job shops, and 4) large-scale, one-time projects. Considerable emphasis is placed on concepts and methods of aggregate planning and scheduling.

Three particularly outstanding features of this new text: 1. the organization of the book places emphasis on the system as a whole; 2. the text utilizes quantitative methodology throughout, yet the mathematical level should be understandable to those with minimum mathematical backgrounds; and 3. it draws heavily on recent research, places the results in context of the problems of managing production-inventory systems, and interprets the research results for students and managers. 470 pp./1968

PART I: INTRODUCTION. 1. Nature of Production-Inventory Systems. 2. Forecasting for Inventory and Production Control. PART II: INVENTORIES. 3. Basic Inventory Models. 4. Inventory Management Systems. PART III: AGGREGATE PLANNING, CONCEPTS AND METHODS. 5. Aggregate Planning, Concepts and Methods. 6. Mathematical Methods of Aggregate Planning. 7. Heuristic and Computer Search Methods of Aggregate Planning. PART IV: PLANNING AND SCHEDULING FOR HIGH-VOLUME STANDARDIZED PRODUCTS. 8. Scheduling for High-Volume Standardized Products. 9. Operation Sequencing and Balance. PART V: PLANNING AND SCHEDULING FOR JOB SHOP SYSTEMS. 10. Facilities Design for Intermittent Systems. 11. Job Shop Scheduling Research. 12. Job Shop Planning, Scheduling, and Control Systems. PART VI: PLANNING AND SCHEDULING FOR LARGE SCALE PROJECTS. 13. Network Planning and Scheduling. 14. Project Scheduling and Control. PART VII: SUMMARY. 15. Inventory and Production Control—Synthesis.

the student about the development of modern industry and scientific management and enables him to grasp the operating principles. An important aim of the text is to stimulate interest on the part of those who have had little background or few intimate contacts with practical industry. This text may be used for an introductory course in industrial or management engineering or in a survey course for students in other curricula.

The book covers all important activities of the manufacturing enterprise, including ownership and financing. Although manufacturing organizations are the main topic of discussions, most of the activities considered and principles involved apply to all types of industry and trades. The authors also considered the human factors which are an essential element in industrial operations. The concluding chapter summarizes this important area. Two important appendixes are provided: (1) case problems, which may be introduced in the course following certain chapters or chapter combinations; and (2) a glossary of terms, including job titles, which have been used in the body of the book and in the case problems. A selected bibliography, arranged according to major topics, is included also as an appendix.

In this Fifth Edition, factual data and industrial practices have been brought up to date. There is more about operations research. Review questions and case problems have been extensively revised. The original objectives, scope, and style of the text remain unchanged. Instructor's Manual. About 600 pp./1971

1. Production 2. Historical Development. 3. Evolution of Management Science. 4. Basic Principles. 5. Organization Structure. 6. The Product. 7. Manufacturing Methods and Equipment. 8. Plant Location, Construction, and Layout. 9. Operation Standardization. 10. Production Planning and Control. 11. Materials Control and Storage. 12. Purchasing. 13. Quality Control. 14. Sales. 15. Personnel Administration. 16. Job Evaluation and Merit Rating. 17. Methods of Compensation. 18. Cost. 19. Depreciation and Valuation. 20. Economic Analysis. 21. Budgetary Control. 22. Ownership and Financing. 23. Top Management. 24. Human Factors.

★ORGANIZATION FOR PRODUCTION:

An Introduction to Industrial Management, Fifth Edition

By EDWIN SCOTT ROSCOE, Professor Emeritus, and DORMAN G. FREARK, both of The Pennsylvania State University

Organization for Production is intended as a short elementary text on industrial organization and management. It presents a survey which informs

PRODUCTION CONTROL: Text and Cases, Third Edition

By WILLIAM VORIS, University of Arizona

Voris' *Production Control* was one of the first basic texts to make available material on the effects of automation, the computers, operations research, and linear programming on production control. The wealth of information and logical

MANAGEMENT AND MANAGEMENT SCIENCE

framework for presentation of concepts has made it one of the most popular volumes available. Each chapter is accompanied by realistic case problems taken from the actual work experience in industrial companies. The entire volume is illustrated with photographs, charts, diagrams, and forms. Instructor's Manual. 490 pp./1966

1. Production Control: Its Objectives, Application, and Place in the Structure of Manufacturing Companies. 2. The Interrelationship of Functions in a Manufacturing Concern. 3. The Control Functions and Their Organizational Environment. 4. The Sales and Manufacturing Forecasts. 5. Production Control in Intermittent Manufacturing (Part I). 6. Production Control in Intermittent Manufacturing (Part II). 7. Production Control in Intermittent Manufacturing (Part III). 8. Production Control in Continuous Manufacturing (Part I). 9. Production Control in Continuous Manufacturing (Part II). 10. Critical Path Analysis. 11. Control of Materials. 12. Quantitative Analysis. 13. The Computers. 14. The Significance of Costs in Production Control. 15. Visual and Mechanical Control in Manufacturing. 16. Control and the Automatic Factory.

PRODUCTION MANAGEMENT, Revised Edition

By H. N. BROOM, *Baylor University*

The discussion in this volume revolves about management of the production function of a manufacturing firm. In this revision the coverage is broader and the arrangement more significant. The Foreword covers the nature and the general functions of management, while Part I deals with management organization of the manufacturing enterprise. Part II covers operations research, SQC tools and theory, product life testing, cost control, motion-time study, and work sampling. Part III considers the manufacturing plant, processes, machines and tooling, and process design, acquisitions, and layout. Product development, tolerances and blueprints, and preplanning for production operations are covered in Part IV. In Part V, actual manufacturing operations, with special reference to production control are explained; and Part VI studies the facilitation of production operations. The book closes with a set of 17 cases and problems for solution by the student. Teacher's Manual. 828 pp./1967

PRODUCTION CONTROL: Systems and Decisions

By JAMES H. GREENE, *Purdue University*

This text bridges the gap between the descriptive approach to production control and the more

recent specialized approaches to inventory control theory, servo theory, linear programming, computers, and other similar topics. Emphasis is on system designing and decision-making for production planning and control rather than day-to-day operations of a production control office. The input, output, and feedback concepts are shown in case studies, and a number of control systems are illustrated to show how companies with widely varying problems have solved them. 617 pp./1965

I. Introduction. II. Production System Inputs. III. System Designing. IV. Decision Making. V. Systems in Practice.

PRODUCTION CONTROL WORKBOOK

The Production Control Workbook by James H. Greene is designed to accompany the text above. It offers students "real world" experience through a wide variety of practice and simulation problems, case studies, and a co-op problem for the student to work in industry throughout a full semester.

CASES IN INDUSTRIAL MANAGEMENT

By STANLEY J. SEIMER, *Syracuse University*

Thirty concise cases dealing with situations with which the supervisor in manufacturing is likely to be confronted in the day-to-day performance of his duties are designed to challenge and develop the students' abilities to analyze and make decisions. Each case in this book provides all necessary information for making a decision and taking action. Emphasis in each case is on the importance of careful analysis, well-supported conclusions, and formulation of imaginative and realistic programs. Courses: production management or industrial management. Instructor's Manual. 232 pp./1961

PLANT LAYOUT: Factors, Principles, and Techniques

By RUDDLE REED, JR., *Purdue University*

472 pp./1961

MANAGEMENT AND MANAGEMENT SCIENCE

MODERN PROCUREMENT MANAGEMENT: Principles and Cases, Fifth Edition

By WILBUR B. ENGLAND, *Graduate School of
Business Administration, Harvard University*

Combining authoritative text material with practical cases, this text presents the modern principles and practices in industrial purchasing and materials management. The text and cases are written in a clear, readable manner and the combination offers a thorough analysis of the field, with ample background material to show the "why" of practice and procedure.

In the Revised Edition are 20 new cases, and new material on organization for production, buying in international markets, systems contracting, use of PERT, strategy of negotiation, and cost/price analysis. Teacher's Manual. 915 pp./1970

1. Modern Procurement. 2. Organization for Modern Procurement. 3. Purchasing Procedure and Information Systems. 4. Determination and Description of Quality. 5. Value Analysis. 6. Control of Quality-Inspection. 7. Determination and Control of Quantity. 8. Selecting Adequate Sources of Supply. 9. Some Problems in Source Selection. 10. Price Policies. 11. Price Policies (Continued). 12. Forward Buying and Speculation. 13. Procurement of Major Equipment—New. 14. Procurement of Major Equipment—Used and Leased. 15. Procurement by Manufacture. 16. The Salvage of Surplus, Obsolete, and Waste or Scrap Materials. 17. The Legal Status of the Purchasing Officer. 18. Procurement Research, Objectives, Planning and Budgets. 19. Procurement Department Reports to Management and Appraising Procurement Department Performance.

MATERIALS MANAGEMENT, Revised Edition

By DEAN S. AMMER, *Northeastern University*

This basic text reflects the author's belief that materials management is a specialized application of fundamental principles of economics and management. It is written primarily for the future materials manager and only incidentally for the beginner or for the specialist in one phase of this broad field. Early chapters are devoted to explanation of the general principles, organization, and objectives. Discussion of legal phases, planning, and forecasting sets the stage for detailed analysis of inventory control, purchasing, and traffic. Succeeding chapters explore ways in which major objectives can be achieved and how performance can be measured. Teacher's Manual. 618 pp./1968

1. Introduction. 2. The Materials Cycle. 3. The Objectives of Materials Management. 4. Organizing for Materials Management. 5. Legal Aspects of Materials Management. 6. The Economics of Materials Management. 7. Making the Materials Plan. 8. Principles of Inventory Management. 9. Order-Point and Periodic Control Systems. 10. Analytical Inventory Control Techniques. 11. Sourcing: Make, Buy, or Lease. 12. Finding Qualified Suppliers. 13. The Buying Process. 14. Problems in Supplier Relations. 15. Buying Transportation Services. 16. Purchase Price Analysis. 17. Negotiation with Suppliers. 18. Cost-Reduction Techniques. 19. Cutting the Cost of Paper Work. 20. Measuring Materials Management Performance. 21. The Future of Materials Management.

MANAGEMENT SYSTEMS: Working Concepts and Practices

By ADRIAN M. McDONOUGH and LEONARD
J. GARRETT, *both of the University of
Pennsylvania*

Providing a practical framework for a three-pronged attack on the problem of the decision of management information systems, this Irwin text concentrates on the problems of information handling in the individual organization. Systems design is treated as a means for bringing together the best definition of management problems and the best combination of personnel talents and systems techniques for handling these problems. The title of the book reflects the emphasis on the blending of people in organizations and the systems with which they work. The case materials, likewise, were chosen to show these interrelationships. Teacher's Manual. 306 pp./1965

1. The Scope of Management Systems. 2. The Characteristics of an Organization/Information Structure. 3. The Information Production Process. 4. A Case Study—The SMART Corporation. 5. Classification and Coding Approaches. 6. Introduction to Documentations. 7. Setting Systems Priorities: Initial Problem Definition. 8. Information Requirements Design. 9. Systems Design: Extended Problem Definition. 10. Programming Design Background. 11. Programming Design Application. 12. Systems Operations: Day-to-Day Production. 13. Output Format and Display. 14. Feedback and Evaluation of Systems Effectiveness. 15. Management Systems: Review and Summary.

MOTION AND TIME STUDY, Fourth Edition

By BENJAMIN W. NIEBEL, *The Pennsylvania
State University*

The purpose of this volume is to provide a practical, up-to-date college text in the area of

MANAGEMENT AND MANAGEMENT SCIENCE

methods, time study, and wage payment; and to give practicing analysts from both labor and management an authentic source of reference material.

Principal changes in the new Fourth Edition: 1) more emphasis and material on the improvement of methods; 2) discusses the application of MSD (a new approach to MTM applications); 3) application of regression analysis (linear and multiple); 4) more material on line balancing; and 5) the application of learning curves in the development of standards. The accompanying Laboratory Manual, prepared by the author, has also been thoroughly revised to conform to the many changes and improvements in the Fourth Edition. 638 pp./1967

PROJECT MANAGEMENT

By JOHN STANLEY BAUMGARTNER, Management Consultant

193 pp./1963

WORK DESIGN: A Systems Concept, Revised Edition

By GERALD NADLER, *University of Wisconsin*

The revision of this volume is an almost completely new book: four chapters are completely new, six are virtually new with incorporation of some old material, twelve have major revisions, and the remaining nine have many small revisions. As before, the purpose of this text is to present a thorough exposition of the strategy and organized program for continuing design and improvement of systems of any type or size. The Work Design strategy particularly seeks to create a system which will be most effective in achieving a necessary function. *Work Design* is a basic text for courses in motion and time study, work simplification, systems and procedures, methods engineering, and work design. Solutions Manual. 858 pp./1970

I. INTRODUCTION. 1. Overview. 2. Concept of Systems. 3. Concept of Models. II. MODELS. 4. General Models—Statistics (by D. H. Gustafson). 5. General Models—Operations Research (by C. H. Falkner). 6. General Models—Control. 7. General Models—Decision Making (by G. P. Huber). 8. General Models—Data Collection. 9. Models of Function. 10. Models of Inputs. 11. Models of Outputs. 12. Models of Sequence. 13. Models of Environment. 14. Models of Physical Catalysts. 15. Models of Human Agents I—Physical Dimension. 16. Models of Human Agents II—Rate, Control and State Dimensions. III. DESIGN PHILOSOPHIES. 17. Rationale for System Design. 18. Concept of Strategies for

System Design. 19. The IDEALS Concept for System Design and Improvement. 20. A Program for System Design and Improvement. IV. THE IDEALS CONCEPT DESIGN STRATEGY. 21. Basic Steps in the IDEALS Concept Design Strategy. 22. Function Determination. 23. Ideal Systems Development. 24. Information Gathering. 25. Alternative Suggestions. 26. Select the Workable System. 27. Formulate Details. 28. Review the System Design. 29. Test the System or Components. 30. Install the System. 31. Performance Measurements Established.

SAFETY MANAGEMENT: Accident Cost and Control, Revised Edition

By ROLLIN H. SIMONDS, *Michigan State University*, and JOHN V. GRIMALDI, *New York University*

Comprehensive, authoritative coverage of the principles governing the prevention and control of work accidents in business and industrial establishments makes this text a leader in its field. It includes all recent scientific developments or standards of safety as well as significant material on Civil Defense, industrial hygiene, radiation hazard control, and extensive tables of substances considered hazardous to health. 607 pp./1963

THE IRWIN SERIES IN OPERATIONS MANAGEMENT

Coordinating Editor: HOWARD L. TIMMS, *Indiana University*

The nine paperback volumes in The Irwin Series in Operations Management provide a complete, integrated course in Operations Management. At the same time, each individual volume is self-contained enough to be highly useful in a specialized course in the subject it covers. Operations Management, broadly defined, is divided into logical divisions with a recognized specialist in each division writing a small book (150-160 pages) about his subject. Each book treats its speciality in reasonable depth with a "decision systems" (integrated decision processes) approach used through the series.

Various combinations of books in the series can be used in a first course in operations management, production management, or industrial management at both the undergraduate and masters level. In the preface to each, the author suggests how his text may be used in particular courses. A number of the books contain annotated case references, review questions, and suggested supplementary readings.

MANAGEMENT AND MANAGEMENT SCIENCE

A single Instructor's Manual containing solutions for all problems in all the books employing problems and exercises is available to adopters. Copyright 1967

VOLUME I: INTRODUCTION TO OPERATIONS MANAGEMENT

By HOWARD L. TIMMS, *Indiana University*

This first book in the series provides background knowledge to help students understand the development of decision systems for the major managerial problems facing the professional manager. Appropriate cross references to various parts of the other books are made, showing how the subjects of all of them are interrelated.

VOLUME II: THE CAPACITY DECISION SYSTEM

By WILLIAM T. MORRIS, *The Ohio State University*

In this volume the student is introduced to a broad view of the systems by means of which firms carry out the capital investment function. It includes the traditional analysis for evaluating the futurity of cash flows, an introduction to modern utility theory, the analysis of individual investment proposals, the problem of selecting an investment program from among a number of proposals, and the management systems used to carry out the capital budgeting function within the firm.

VOLUME III: THE PRODUCT PLANNING SYSTEM

By LEWIS N. GOSLIN, *Portland State College*

Focusing on the product-planning systems within the total operations or production function, this volume offers a detailed treatment of the product-planning (R & D) activity and illustrates, in detail, important aspects of decision making and problem solving in the system.

VOLUME IV: WORK SYSTEMS DESIGN: The IDEALS Concept

By GERALD NADLER, *University of Wisconsin*

"Work Design" is the phrase which preceded "IDEALS Concept." IDEALS is an acronym for Ideal Design of Effective And Logical Systems. The basic concept in any case is the creation of a

work system which will be the most effective in achieving a necessary function.

VOLUME V: PLANT LOCATION, LAYOUT, AND MAINTENANCE

By RUDELL REED, JR., *Purdue University*

The three major sections of the volume present considerations and analytical techniques for evaluating plant locations, plant layouts, and maintenance systems. In each section the nature of the problem is discussed as well as general considerations necessary for resolution.

VOLUME VI: OPERATIONS PLANNING AND CONTROL

By JAMES H. GREENE, *Purdue University*

This volume is devoted to the creative design of operations systems. While the emphasis is upon the industrial production system, the techniques are equally suitable for planning and control of research operations, construction operations, airline operations, and others.

VOLUME VII: THE QUALITY CONTROL SYSTEM

By ROBERT B. FETTER, *Yale University*

In this volume are presented statistical methods relevant to the design of quality control systems from both the technical and economic points of view. The intent is to provide a framework of reference for the student of production management with which he can understand the nature and purposes of quality control systems.

VOLUME VIII: THE PURCHASING SYSTEM

By WILBUR B. ENGLAND, *Harvard Business School*

The more important elements of the purchasing function in business and industry are examined in this volume. These concepts should stimulate students of other business functions to learn more about the benefits to be obtained for the firm from the effective performance of the purchasing function.

MANAGEMENT AND MANAGEMENT SCIENCE

VOLUME IX: OPERATIONS COST CONTROL

By ROBERT N. ANTHONY, *Harvard Business School*, and JAMES S. HEKIMIAN, *Northeastern University*

This book not only relates to the other volumes in the series but also, because of its concern with the cost implications of operations management, serves as a coordinating medium. It includes an analysis and illustration of the manager's use of existing cost data in decision making.

MANAGEMENT TRAINING: Cases and Principles, Fifth Edition

By WILLIAM J. McLARNEY, *late of San Jose State College*, and WILLIAM M. BERLINER, *New York University*

This volume offers to the college student and the management trainee a preview of and a preparation for a managerial job in any complex organization. It provides the opportunity to gain understanding of the responsibilities of management and helps develop the awareness necessary for effective assumption of the managerial role in either a line or staff department.

In this edition, each chapter has been revised to some extent and several chapters have been almost completely rewritten. Recent emphasis on the behavioral sciences in management literature is recognized and much new material from this area of knowledge is introduced. Important new quantitative concepts are also discussed. There are 55 new cases among a total of 296, which provides 15 or more cases for each chapter. Combined Instructor's Manual and Conference Leaders Guide. 754 pp./1970

1. The Job of Managing. 2. Organizations and Organization Structure. 3. Policies and Procedures. 4. Organization Dynamics. 5. Communicating More Effectively. 6. Teamwork in Management. 7. Planning and Controlling the Department's Work. 8. Improving Methods. 9. Developing Standard of Work Performance. 10. Fitting Men and Jobs. 11. Human Relations. 12. Training and Orientation. 13. Organizational Development and Manpower Planning. 14. Supervisory Leadership. 15. Managing Employee Problems and Change. 16. Motivation and Morale. 17. The Management of Professional Personnel.

JOB EVALUATION: Text and Cases, Third Edition

By JOHN A. PATTON, Management Consultant and Professional Working Director, *Chicago*, C. L. LITTLEFIELD, *North Texas State University*, and STANLEY ALLEN SELF, *Texas Christian University*

Job evaluation still lies at the core of compensation programs of business firms and other organizations. Recognizing this, the authors have maintained central emphasis upon the techniques of establishing relative job values. Developments in industry and in college curricula, however, are reflected by a much broader treatment of matters allied with job evaluation in wage and salary administration. In this Third Edition, the authors adequately cover a number of areas considered vital to the company compensation program. Instructor's Manual. 502 pp./1964

I. Compensation Policies and Programs. II. Job Analysis and Description. III. Job Evaluation. IV. Pricing Jobs. V. Administration of the Compensation Program.

THE ADMINISTRATOR: Cases on Human Relations in Business, Fourth Edition

By JOHN DESMOND GLOVER, and RALPH M. HOWER, *both of the Graduate School of Business Administration, Harvard University*

Seventy-six case studies combined with a diverse collection of excerpts from famous writings are *The Administrator's* tools for teaching about human relations problems in a wide variety of business enterprises. The cases relate to all levels of the organizational structure, and involve questions of authority, communication, attitudes, line and staff relationships, control, policy formulation, and similar problems therein. The excerpt selections state important views about human relations and administration. Each pertains to the conduct and frame of mind of the individual in his relations with others. The excerpts are from writings of Winston Churchill, Dwight D. Eisenhower, Adlai Stevenson, Pericles, Benjamin Franklin, and many others.

The Administrator, which has been widely adopted in all of its four editions, may be used as basic or supplemental text material in many types of courses in the management and human relations field. Instructor's Manual. 870 pp./1963

MANAGEMENT AND MANAGEMENT SCIENCE

HUMAN RELATIONS IN INDUSTRY, Fourth Edition

By BURLEIGH B. GARDNER, President, *Social Research, Inc.*, and DAVID G. MOORE, *Cornell University*

Human Relations in Industry can be used in three ways. First, as an introduction to the behavioral sciences in business administration since it covers the major concepts, particularly of sociology and social anthropology, and applies these to the management function and human relations in industry. Second, it can be used as a beginning course in management, for it represents a realistic appraisal of the management function, reviews management and organizational theory, and provides the student with an understanding of a major aspect of the managerial task, namely, organizational behavior. Finally, the text can be used in the more traditional human relations approach. 489 pp./1964

I. INTRODUCTION AND BACKGROUND. 1. Introduction to Human Relations in Industry. 2. Concepts in the Behavioral Sciences. II. ORGANIZATIONAL AND ADMINISTRATIVE THEORY. 3. Review of Organizational and Administrative Theory. 4. Dimensions of Business Enterprise. 5. The Management Function. 6. The Business Organization and Management. III. EMPLOYEE BEHAVIOR IN THE INDUSTRIAL ORGANIZATION. 7. The Factory Organization and Division of Labor. 8. Authority System and Chain of Command. 9. Systems of Communication. 10. Status and Status Hierarchies. 11. The Functions and Problems at Each Level. 12. Executive Behavior and Values. 13. The Professional Employee in Industry. 14. The Sales Organization and the Salesman. 15. Wages and Wage Systems. 16. Incentives and Restriction of Output. 17. Unions and their Structure. 18. The Individual in the Structure. 19. The Techniques of Organization. 20. Minority Groups in Industry. 21. The Problems of Changes. 22. Business and Social Research.

★ PERSONNEL ADMINISTRATION BY OBJECTIVES

By GEORGE S. ODIORNE, *University of Utah*

This text applies the systems approach to personnel administration, treating the management of human resources through a management by objectives system. While management by objectives has been applied widely in segments such as appraisal, it is applied here, for the first time in comprehensive fashion, to managing the personnel department itself, and to the full range of personnel policies and procedures. Cases liberally strewn with actual details of method and technique accompany each chapter. Included not

merely to present techniques for their own sake, they are an ancillary "internal book" accompanying the text as a teaching tool. They provide opportunity to develop decision-making and problem-solving skill in managing human resources. Designed as a basic text for one-semester undergraduate or graduate courses in personnel management, this book also has supplementary use in management courses. About 475 pp./1971

I. MANAGING THE PERSONNEL ADMINISTRATION DEPARTMENT. 1. The New Breed. 2. The Human Resources Revolution. 3. New Yardsticks for Personnel Departments. 4. Personnel Policy by Objectives. 5. Organization of the Personnel Department by Outputs. 6. Making MBO Operational in the Personnel Department. II. PERSONNEL ADMINISTRATION STRATEGY. 7. Formulating a Strategy for Managing Manpower. 8. Population—Human Resources in the Aggregate. 9. The Labor Market—Where Supply and Demand Meet. 10. Unemployment—A Special Case in Supply and Demand. 11. The Corporation and Two Revolutions. III. THE SERVICE AND CONTROL—Outputs of the Personnel Department. 12. The Credentials Revolution—Selection by Objectives. 13. Compensation by Objectives. 14. Safety Management—Using the Systems Approach. 15. Training by Objectives. IV. ADVICE AS AN OUTPUT OF THE PERSONNEL ADMINISTRATION DEPARTMENT. 16. Resolving Organizational Conflict. 17. Participative Management as a Game. 18. Discipline by Objectives. 19. Communication by Objectives: The Exchange of Meaning. 20. Practical Face-to-Face Communication.

★ PERSONNEL MANAGEMENT, Seventh Edition

By MICHAEL J. JUCIUS, *University of Arizona*

This text is organized around the broad functions which management must perform in order to build and co-operate with an effective and satisfied group of people. In this revision, the desirable balance of theory and practice has been improved so that the student can better understand both the "how" and the "why" of personnel management. Emphasis is on people as human beings, not just factors of production. New materials have been added on hiring and training of disadvantaged and ghetto groups; communication models and practices; new motivational theories and practices; relations with minority groups; personnel systems; international management, policies, and practices; cultural and social aspects of personnel management; and dimensions and dynamics of the human factor. All the questions have been thoroughly revised and the cases, more than half of which are new, have been appended to the chapters. Manual of Objective tests. Teacher's Manual. 600 pp./1971

MANAGEMENT AND MANAGEMENT SCIENCE

1. The Field of Personnel Management. 2. A Perspective of Personnel Management. 3. Human Aspects of Personnel Management. 4. Personnel Programming. 5. Organization of Personnel Management. 6. Job and Manpower Requirements. 7. Sources of Manpower Supply. 8. The Selection Procedure. 9. Interviewing and counseling. 10. Tests. 11. Transfers and Promotions. 12. Merit Evaluation. 13. Training Operative Employees. 14. Executive Development. 15. Morale and Attitudes. 16. Communications. 17. Remuneration Policies. 18. Job Evaluation and Wage Classification. 19. Plans of Remuneration. 20. Fringe Benefits. 21. Related Compensation Problems. 22. Service and Participation Programs. 23. Physical Security. 24. Areas of Special Personnel Interest. 25. Union-Management Relations. 26. Handling Grievances. 27. Disciplinary Action. 28. Personnel Research and Evaluation.

PERSONNEL: A Behavioral Approach to Administration

By LEON C. MEGGINSON, *Louisiana State University*

This book is based upon three assumptions. They are: 1) administration is human administration; 2) The administrative function includes all the interpersonal relationship in the total work environment; and, 3) since organizations are human organisms, the economic and physical resources are unimportant relative to the human resource. Within the parameters set by these premises, the book recognizes and critically evaluates three of the most pressing problems facing present-day management, namely, automation and technological change, relations with minority groups, and the necessity for adapting to a changing environment, including the movement to international operations. Teacher's Manual. 709 pp./1967

I. Personnel Administration in Perspective. II. Foundations for Personnel Administration. III. Organizational Relationships. IV. Creating a Work Force. V. Compensating the Work Force. VI. Leading the Work Force. VII. Other Dimensions of Personnel Administration.

PERSONNEL ADMINISTRATION: Principles and Cases, Third Edition

By ALVA F. KINDALL, *Graduate School of Business Administration, Harvard University*

The cases in this book involve the firing line problems actually faced by executives, line and staff, in all levels of an organization in carrying out their responsibility for personnel administration. The primary objective of this book is to develop—through case study, analysis, discussion, decision making, and action taking—the

administrative capacity and know-how to handle the human problems of organizations within an appropriate policy framework. This Third Edition includes 28 new cases that have been added to give greater emphasis to the training, the management by objectives, and the performance appraisal sections of the text. Two articles by Douglas McGregor that have made a significant contribution to the area of performance appraisal are included. Articles by Richard E. Farson and Alva F. Kindall and James Gatzka have been added. To adjust for certain areas of personnel administration that need new emphasis, 23 cases that appeared in the previous edition have been dropped. Teacher's Manual. 859 pp./1969

I. Introduction to Personnel Administration. II. Building and Maintaining the Organization. III. Developing Potential of People. IV. Wage and Salary Administration. V. Employee Benefits. VI. Management by Objectives—Performance Appraisal. VII. Communication Systems. VIII. Administering Discipline. IX. Personnel Administration and You.

THE MANAGEMENT OF PERSONNEL RELATIONS: History and Origins

By CYRIL C. LING, *American Association of Collegiate Schools of Business*

566 pp./1965

INDUSTRIAL PSYCHOLOGY, Revised Edition

By LAURENCE SIEGEL, *Louisiana State University*

Instead of restricting the scope of this text to personnel or management problems, the author has organized the content around the three parties to industrial activity: workers, managers, and consumers. Stress is placed on the science of industrial psychology and there are no oversimplified prescriptions for company ills. About one half of the text is new in this Revised Edition. There is increased emphasis on organizational psychology, performance criteria, and prediction and engineering psychology, a new chapter on industrial relations and a new appendix chapter on statistical computation. The sections on employee motivation and organizational management have been strengthened to reflect contemporary trends. Manual of Objective Tests. 611 pp./1969

I. INTRODUCTION. 1. Scope of Industrial Psychology. 2. How the Industrial Psychologist Works. 3. Job Analysis. II. SELECTION, PLACEMENT, AND TRAINING.

MANAGEMENT AND MANAGEMENT SCIENCE

4. Performance Criteria and Prediction. 5. Application Blank and Employment Interview. 6. Developing Psychological Tests. 7. Standardized Tests. 8. Training. III. APPRAISING AND FACILITATING PERFORMANCE. 9. Performance Rating. 10. Working Conditions and Environments. 11. Safety. 12. Engineering Psychology. IV. MOTIVATION. 13. Job Satisfaction. 14. Job Evaluation. V. ORGANIZATIONAL MANAGEMENT. 15. Organizational Psychology. 16. Leadership and Management Development. 17. Morale. 18. Industrial Relations. VI. CONSUMER BEHAVIOR. 19. Consumer Research. 20. Advertising. 21. Selling.

CONFLICT AND COOPERATION: Cases in Labor-Management Behavior

By FLOYD S. BRANDT, *The University of Texas*, and CARROLL R. DAUGHERTY, *Northwestern University*

Conflict and Cooperation is a compilation of cases with specific emphasis upon the problems of administering the labor agreement. A primary objective of the book is to provide the types of cases which the student is most likely to encounter in the business world. For this reason, the book contains a number of disciplinary and work assignment issues which account for a substantial number of the union-management problems.

Designed for use at the junior, senior or graduate level, *Conflict and Cooperation* may be a basic text in any collective bargaining course or a supplementary text in personnel and human relations courses. It is also useful for company and union training. Instructor's Manual. 355 pp./1967

THE PRACTICE OF COLLECTIVE BARGAINING, Third Edition

By EDWIN F. BEAL, *University of Oregon*, and EDWARD D. WICKERSHAM, *late of the University of Detroit*

The study of collective bargaining is approached through analysis of two "model" situations: (1) handicraft industry and craft unionism, and (2) mass-production industry and industrial unionism. Variants are noted in the distributive, extractive, and service industries, among professional associations, and in other countries. The viewpoint is set in perspective against developments in the theory of collective bargaining, the research of behavioral scientists, and the march of economic and social progress. The probable effects of recent and anticipated changes in the

structure of employment in the U.S. on collective bargaining are analyzed. Teacher's Manual. 828 pp./1967

CASES IN COLLECTIVE BARGAINING AND INDUSTRIAL RELATIONS: A Decisional Approach

By STERLING H. SCHOEN and RAYMOND L. HILGERT, *both of Washington University*

This text provides a convenient and extensive set of cases in a variety of union-management problem situations and may be used as a supplementary book in basic courses in collective bargaining and labor relations. In restructuring the cases, the authors have described the situation from the perspective of an impartial writer trying to get at the facts. First, background information, including relevant legal issues, is presented, then the positions of both the union and of the management or company are stated. Students are urged to seek a depth analysis of case issues *before* trying to reach their decisions. The Instructor's Manual contains the decisions actually reached by the National Labor Relations Board and by labor arbitrators. 290 pp./Paperbound/1969

★INTRODUCTION TO LINEAR PROGRAMMING

By R. STANSBURY STOCKTON, *Indiana University*

The objective of this text is to introduce students to linear programming methods within the broader context of management decision-making. While the mathematics is treated in some detail, every effort has been made to explain these methods in terms and contexts which should be familiar to the typical student of business administration.

Three important features distinguish this text. First, the chapters on the graphical and simplex methods have been written so that the various steps in the routines are clearly identified and related to one another. Second, a portion of each chapter is devoted to interpretation and implementation of optimal solutions. Finally, the major feature is the incorporation of self-checking questions and problems at the end of each key section. About 150 pp./Paperbound/1971

1. Linear Programming and the Decision Process.
2. Review of Linear Functions. 3. The Graphical Method.
4. The Simplex Method. 5. The Transportation Method.

MANAGEMENT AND MANAGEMENT SCIENCE

LINEAR PROGRAMMING FOR MANAGEMENT DECISIONS

By RICHARD L. LEVIN, *University of North Carolina*, and RUDY P. LAMONE, *University of Maryland*

An introduction to linear programming for those with limited mathematical background, this text develops the subject first by using graphics, then simple algebra, then the simplex technique. Maximizing and minimizing algorithms are developed and illustrated. A chapter treating the common "operational problems" encountered in using this technique is included.

In a special chapter, linear programming is related to economics and economic concepts used in decision making. The possible applications of this technique are illustrated in a separate chapter with seven complete problems from industry worked out. The use of computers for the solution to linear programming problems is illustrated in Chapter 10, including the most common current computer codes available for this technique. A comprehensive bibliography of books and articles on the subject is in the Appendix. Solutions Manual. 321 pp./1969

1. Introduction. 2. Graphic Methods of Linear Programming. 3. Algebraic Methods of Linear Programming. 4. The Simplex Method; a Maximizing Algorithm. 5. The Simplex Method; a Minimizing Algorithm. 6. Special Purpose Algorithms. 7. Computational Aids. 8. The Economic Considerations in Linear Programming. 9. Linear Programming Applications. 10. The Use of the Computer in Linear Programming.

MANAGERIAL ANALYSIS

By ROBERT E. SCHELLENBERGER, *Southern Illinois University*

The subject of this text is a process which aids the decision maker to make decisions. It deals with a description of the process itself as well as the ingredients which make it operational. This text prepares the present or future manager to use managerial analysis in two ways: 1) it provides a thorough discussion of the underlying process and guidelines for evaluating any analysis, and 2) it provides an elementary discussion of many of the models which have found wide applicability. At the same time it provides a basis for conducting elementary analysis. Teacher's Manual. 476 pp./1969

I. AN OVERVIEW. 1. What Is Managerial Analysis? 2. Major Analytical Approaches Used for Managerial Analysis. 3. A History of Managerial Analysis. II. THE

PROCESS. 4. Problem Identification and General Background. 5. Organizational Objectives and Their Measurement. 6. Data Collection and Measurement. 7. Models and Systems. III. ANALYTICAL TOOLS: MATHEMATICS AND STATISTICS. 8. The Logic of Statistical Analysis. 9. Forecasting. 10. Mathematics for Optimization. 11. Matrix Algebra and Probability Concepts. IV. MODELS OF COMMON PROCESSES. 12. Single Variable Optimization: Classical Economic Models. 13. Inventory Models. 14. Queuing and Other Probabilistic Models. 15. Models of Linear Systems I. 16. Models of Linear Systems II: The Simplex Algorithm. 17. Network Models. 18. Decision Theory: Payoff Matrix Models. V. MODELS OF COMPLEX SYSTEMS. 19. Systems Analysis. 20. Simulation. VI. VALIDITY. 21. Validity.

SIMULATION AND ANALYSIS OF INDUSTRIAL SYSTEMS

By J. W. SCHMIDT and R. E. TAYLOR, both of Virginia Polytechnic Institute

The purpose of this text is to present the concepts of digital simulation techniques and to demonstrate their application to the analysis of industrial systems. It is directed toward those students with an interest in systems analysis who possess a background which includes basic calculus, elementary statistics, and a knowledge of the FORTRAN programming language. The text is divided into four sections. The first, Probability Theory and Mathematical Modeling, deals entirely with the mathematical development of queueing, inventory, quality control, and reliability models in addition to probability theory. Section 2, Simulation Modeling, covers in great detail the methodology of constructing a computer simulation model. Section 3, Model Validation and Analysis of Results, presents several useful techniques for validating the simulator and analysing results. The final section, entitled Simulation Language, discusses briefly three simulation languages, namely GPSS/360, SIMSCRIPT, and SIMSCRIPT II. The authors have refrained from using formal definitions to present concepts. Rather, the approach is to demonstrate the concept through the use of examples. Exercises are included at the ends of chapters. 657 pp./1970

I. PROBABILITY THEORY AND MATHEMATIC MODELING. 1. Introduction. 2. Basic Probability Theory. 3. Queueing Theory. 4. Inventory Systems. 5. Reliability, Maintenance, and Quality Control. II. SIMULATED MODELING. 6. Random Number Generation. 7. Process Generators. 8. Simulation of Queueing Systems. 9. Simulation of Inventory Systems. III. MODEL VALIDATION AND ANALYSIS OF RESULTS. 10. Data Input and Simulator Validation. 11. Design and Analysis of

Simulation Experiments. IV. SIMULATION LANGUAGES. 12. Simulation Languages.

★INTRODUCTION TO OPERATIONS ENGINEERING

By WALTER C. GIFFIN, *The Ohio State University*

STATISTICAL ANALYSIS FOR BUSINESS DECISIONS

By WILLIAM A. SPURR and CHARLES P. BONINI, *both of Stanford University*

The role of quantitative analysis in business and economics has expanded tremendously in recent years. New statistical techniques have sprung from probability theory, operations research and decision theory, while computers have provided an effective catalyst to their widespread adoption. *Statistical Analysis for Business Decisions* was written with this wide diversity of subject matter in mind. A broad range of topics is included from the traditional tools of analysis to the modern concepts of simulation and Bayesian decision theory; from simple graphic techniques to sophisticated topics such as survey sampling and probability models.

Since this book is planned for the general student who needs to use statistics in his chosen field of work, the principal emphasis is placed on the use of statistical methods as scientific tools in the analysis of practical business and economic problems, rather than on theory or mathematical derivations. The material is presented as simply as possible, with a minimum of statistical jargon.

No knowledge of mathematics beyond elementary algebra is required. The more advanced topics are marked by asterisks in the Table of Contents, so that the instructor in the elementary course can easily omit them if desired, optional material—some of it involving calculus or matrix algebra—appears in the appendixes of several chapters.

Some 400 problems are included in the text following each chapter. These allow flexibility in assignments and provide a broad range of practical applications for class discussion, home study, or laboratory work. A Solutions Manual, containing answers to the problems in the text, is available to adopters. 755 pp./1967

I. Analysis of Basic Data. II. Probability and Decision Making. III. Drawing Inferences from Samples. IV. Revising Decisions from Sample Evidence. V. Measuring and Forecasting Business Changes. VI. Analyzing Relationships for Prediction and Control.

This text is concerned with quantitative models and techniques to assist in management decision making. The prototype models presented range from simple graphic models of classical industrial engineering to the more recent developments from the field of operations research. The author adopts the view that once the basic models have been created, their adaptation to particular problem situations is more properly an engineering task than a research task. The important feature of this text is its emphasis on the adaptation of basic prototype models to fit many problem contexts.

The goal of this book is to fill the sometimes neglected area between the survey books requiring no math background and the pure research books filled with complicated mathematical proofs. Models are presented with sufficient rigor that the student should gain an appreciation of both their power and limitations. The development of mathematical modeling skill is emphasized throughout; over 300 problems, most of which require the student to expand or adapt the basic prototype to new situations, are included. *Introduction to Operations Engineering* is designed as a basic text for courses in introduction to industrial engineering, applications for operations research, quantitative methods in business, production management, and systems analysis and design. A year of calculus is required. Solutions Manual. About 650 pp./1971

1. Introduction. 2. Models, Man, and Measurement.
3. Elements of Probability Theory. 4. Applications for Statistics. 5. Fourier Analysis and Transform Techniques. 6. Transform Techniques in Systems Analysis and Probability Modeling. 7. Forecasting and Stochastic Processes. 8. Economics of Decision Making. 9. Statistical Quality Control. 10. Deterministic Inventory Models. 11. Probabilistic Inventory Models. 12. Waiting Line Analysis. 13. Mathematical Programming. 14. Scheduling Techniques. 15. Simulation.

ANALYSIS FOR PRODUCTION AND OPERATIONS MANAGEMENT, Third Edition

By EDWARD H. BOWMAN, *Massachusetts Institute of Technology*, and ROBERT B. FETTER, *Yale University*

The orientation of this text is one of analysis of the economic problems of production and opera-

MANAGEMENT AND MANAGEMENT SCIENCE

tions management. The chapter organization centers on these methods of analysis potentially useful for operations managers in making economic decisions. Theory, generalizations, and limitations are presented along with examples. The rationale of each method becomes meaningful to the student as he thinks through the illustrations used in the chapter and as he works through the problems at the end of each chapter. Cases, collected from the professional literature, that describe the application of management science approaches to real operating problems are presented at the end of the book to supply the student with work closer to industrial reality than the specific problems of each chapter. Solutions Manual. 883 pp./1967

I. ORIENTATION. 1. Introduction. 2. Schematic Models. II. MATHEMATICAL PROGRAMMING. 3. Linear Programming. 4. Special Programming Methods. III. STATISTICAL ANALYSIS. 5. Statistical Control. 6. Sampling Inspection. 7. Industrial Experimentation. IV. ECONOMIC ANALYSIS. 8. Total Value Analysis. 9. Incremental Analysis. 10. Equipment Investment Analysis. V. SIMULATION AND HEURISTICS. 11. Simulation. 12. Behavior and Heuristics. VI. CASE STUDIES IN PRODUCTION AND OPERATIONS MANAGEMENT.

OPERATIONS MANAGEMENT: Selected Readings

Edited by GENE K. GROFF and JOHN F. MUTH, *both of Indiana University*

This text is a set of excellent articles that readily allows the teacher to go beyond the materials available in a standard text. Relevant basic materials from the quantitative and behavioral areas are provided as well as articles that present advanced operations management methodologies. 446 pp./Paperbound/1969

I. Overview. II. Managerial Decisionmaking and Analysis. III. Design for Production. IV. Operations Scheduling and Control V. Controlling Performance.

A QUANTITATIVE FRAMEWORK FOR FINANCIAL MANAGEMENT

By DAVID E. PETERSON, *University of California at Berkeley*, with the collaboration of RANDALL B. HAYDON, *Indiana University*

The purpose of this textbook is the construction of a broad decision-making and planning framework that illuminates the role of management in

the system of interrelated activities commonly referred to as "the firm." It deals with the practical realities and operating complexities facing the decision-maker. Since the complexities are hard to simply "describe," the authors have chosen to simulate them by employing certain kinds of models that provide an overview of the factors that must be taken into account when making investment and financing decisions in the modern firm. At the same time they establish the place of a theoretical foundation in any operational framework. Solutions Manual. 711 pp./1969

PART ONE: INTRODUCTION. 1. The Functional Nature of Financial Management. 2. The Valuation Objective (I). 3. The Valuation Objective (II). PART TWO: DEVELOPING A SHORT-RUN INVESTMENT-FINANCING PLAN. 4. The Short-Run Operating Plan (I). 5. The Short-Run Operating Plan (II). 6. The Short-Run Operating Plan (III). 7. Short-Term Financing. 8. Investing in Cash and Marketable Securities. 9. Inventory Investment. 10. Receivables Investment. PART III: DEVELOPING A LONG-RANGE ENTERPRISE INVESTMENT PLAN. 11. Investment in Long-Lived Resources: Measures of Economic Worth. 12. Investment in Long-Lived Resources: Tax Implications. 13. Investment in Long-Lived Resources: Economic Life, Retirement, and Replacement. 14. Investment in Long-Lived Resources: Handling Risk and Uncertainty. 15. Optimal Investment Programs over Time. PART FOUR: DEVELOPING A LONG-RANGE ENTERPRISE FINANCING PLAN. 16. Financing with Intermediate- and Long-Term Debt. 17. Financing with Preferred Stock. 18. Financing with Common Stock. 19. Optimal Financing Programs over Time. PART FIVE: AN INTEGRATED INVESTMENT-FINANCING PLAN. 20. Optimal Investment and Financing Programs over Time. APPENDIXES. A. The Time Element and Compound Interest Methodology. B. Compound Interest Factors. C. Table of Common Logarithms. D. Table of Values of the Standard Normal Density and Distribution Functions.

ANALYSIS FOR FINANCIAL DECISIONS

By WILLIAM BERANEK, *University of Pittsburgh*

494 pp./1963

(see p. 54)

ANALYSIS FOR MATERIALS HANDLING MANAGEMENT

By WILLIAM T. MORRIS, *The Ohio State University*

214 pp./1962

PLAID for PRINCIPLES OF MANAGEMENT*

By GEORGE R. TERRY, *Ball State University*.
Coordinating Editor: ROGER H. HERMANSON, *The University of Maryland*

This PLAID covers all the essentials of the management area and includes such topics as: approaches to the study of management, management functions, objectives, organizing, planning, control, motivating, and directing. Review questions are included at the end of the book, together with answers. This PLAID has supplementary use for courses in management and meets the special needs of the student entering an MBA program. It is also useful to the participant in an executive development program; or the individual in business, government, or other employment aspiring to, or presently in, managerial work. 177 pp./Paperbound/1970

Published by Learning Systems Company

PLAID for INTRODUCTION TO BUSINESS*

By WALTER W. PERLICK, *The Pennsylvania State University*. Coordinating Editor: ROGER H. HERMANSON

A supplement for courses in an introduction to business, this PLAID is also for graduate students whose undergraduate degree was in a field other than business, but who are about to begin their MBA. It is designed to assist in developing an understanding of the fundamentals of contemporary American business enterprise. Organized in a manner that closely follows that of most of the leading texts in introductory business, it carefully summarizes all the major topics. Three multiple-choice unit examinations, including answers, are provided, as well as a comprehensive final exam. 126 pp./Paperbound/1970

Published by Learning Systems Company

MARKETING

★BASIC MARKETING, Fourth Edition

By E. JEROME MCCARTHY, *Michigan State University*

Substantially rewritten, yet retaining the best of previous editions, this new revision of McCarthy's *Basic Marketing* represents a complete, comprehensive, and updated edition of an outstanding basic text. It meets the needs of students who are taking their first and perhaps only course in marketing and, at the same time, provides a solid foundation for more advanced study in the field. It seeks to develop in the student an understanding and a feel for the marketing manager's job and the world in which he operates.

In this edition, more attention is given to consumerism and its potential impact on marketing strategy planning. In fact, the macro marketing system is given explicit attention in Chapter 1 while "social responsibility" and consumerism materials are woven into the text throughout in order to emphasize that marketing managers must be continually concerned with, and work within, their environment.

A major change in the Fourth Edition is the clarification and sharpening of the marketing strategy planning thrust which runs throughout the text. In particular, market gridding is treated more thoroughly and consistently throughout. Further, the importance of knowing the relevant dimensions in a target market in order to more effectively plan marketing mixes is given consistent treatment. More emphasis is given to the relevance of marketing strategy and its importance to retailers and wholesalers, too, for both goods and services.

In addition, the treatment of consumer behavior has been substantially strengthened by the addition of some models which help organize thinking. These behavioral science contributions are also built upon in subsequent chapters as part of the effort to integrate the whole text.

The number of cases at the end of the text has been increased from 32 to 40, 22 of which are entirely new. The end-of-chapter questions have also been largely rewritten to provide the student with problems which are contemporary and relevant. The most recent census data are incorporated, including some of the returns from the 1970 census of population.

An outstanding package of teaching aids has again been prepared to accompany McCarthy's *Basic Marketing*. Included are:

REVIEW GUIDE—designed to increase average student performance in the basic marketing course. It covers important points in each chapter of the text and will help students come to class better prepared.

WORKBOOK—provides two exercises for each chapter of *Basic Marketing*. Pages are perforated so that they may be assigned as homework and turned in. This *Workbook* can enable the instructor to conduct interesting classes with a minimum of preparation. The exercises are of varying degrees of difficulty and comprehensiveness.

TEACHER'S MANUAL—available to adopters, this Teacher's Manual provides a wealth of material to assist the instructor in classroom presentation. It contains: 1) answers to the questions and problems for each chapter in the text; 2) suggestions for handling the cases in the text; 3) answers to the exercises in the *Workbook*, and 4) transparency masters made from key illustrations in the text.

MANUAL OF OBJECTIVE TESTS—offers a wealth of classroom-tested multiple-choice questions for review or examination. Correct answers are indicated. Available free of charge to adopters. 906 pp./1971

1. Marketing: A Vital Topic. 2. Marketing Management and Marketing Strategy Planning. 3. Uncontrollable Variables Affect Marketing Management. 4. Gathering Market Information. 5. Forecasting Market Opportunities. 6. Consumers: The American Market. 7. Consumers: International Markets. 8. Consumers: A Behavioral Science View. 9. Intermediate Customers and Their Buying Behavior. 10. Product—Introduction. 11. Packaging and Branding. 12. Consumer Goods. 13. Industrial Goods. 14. Product Planning. 15. Place—Introduction. 16. Retailing. 17. Wholesaling. 18. Physical Distribution. 19. Development and Management of Channel Systems. 20. Promotion—Introduction. 21. Personal Selling. 22. Mass Selling. 23. Price and Pricing Objectives. 24. Price Determination—Cost-Oriented. 25. Price Determination—Demand-Oriented. 26. Pricing Policies. 27. Influence of Legislation on Pricing and Marketing Strategy Planning. 28. Integrating a Marketing Program. 29. Controlling Marketing Programs. 30. Does Marketing Cost Too Much?—An Evaluation. Appendix: Marketing Arithmetic. Cases.

MARKETING: Principles and Methods, Sixth Edition

By CHARLES F. PHILLIPS, President Emeritus, *Bates College*, and DELBERT J. DUNCAN, Professor Emeritus, *University of California at Berkeley*

Such tremendous environmental changes as have occurred in recent years have forced businessmen to reappraise their marketing policies. While examining and evaluating these changes, *Marketing: Principles and Methods* also points to the wealth of opportunities and challenges afforded today's marketer in this growing economy. A long-recognized leader in marketing education, this volume's presentation of marketing trends is comprehensive and extensively documented. Throughout each of the six editions of this successful textbook, Professors Phillips and Duncan have emphasized that "the true marketing (management) concept must begin with the ultimate consumer or industrial user and work back through retail and wholesale middlemen to the manufacturer or producer if a well-balanced program is to be developed." Teacher's Manual. 940 pp./1968

PART I. THE MARKETING TASK. 1. Nature and Significance of Marketing. 2. Marketing Functions and Institutions. PART II. THE MARKET FOR CONSUMERS' GOODS. 3. Consumer Motivation and Behavior. 4. The Market: People, Money, and Fashion. 5. The Consumer in the Market Place. PART III. RETAILING CONSUMERS' GOODS. 6. Development of Retailing and Current Trends. 7. The Small Independent Retailer. 8. Group Activities of Retailers. 9. Large-Scale Retailing: Chain Stores and Supermarkets. 10. Large-Scale Retailing: Department Store, Discount House, and Mail-Order Company. 11. Direct Retailing and Consumers' Co-operatives. PART IV. WHOLESALING CONSUMERS' GOODS. 12. Wholesaling: Its Nature and Structure. 13. The Service Wholesaler. 14. Limited-Function Wholesalers and Agent Middlemen. 15. Wholesaling Activities of Manufacturers; The Service Wholesaler's Future. 16. Wholesaling Agricultural Consumers' Goods. PART V. MARKETING INDUSTRIAL GOODS, INCLUDING RAW MATERIALS. 17. Industrial Goods: Their Nature and Market. 18. Marketing Manufactured Industrial Goods. 19. Marketing Raw Materials. 20. The Commodity Exchange as a Marketing Agency. 21. Agricultural Co-operative Marketing. PART VI. MARKETING POLICIES AND PRACTICES. 22. Marketing Research and Policies. 23. Merchandising or Product Development. 24. Selecting and Evaluating Channels of Distribution. 25. Buying Policies and Practices. 26. Physical Distribution. 27. Selling Policies and Practices. 28. Non-price Competition as a Marketing Policy. 29. Pricing under Different Competitive Conditions. 30. Marketing Price Policies and Practices. 31. Marketing Price Policies and Practices (continued). PART VII. MARKETING ACTIVITIES AND THE GOVERNMENT. 32. Governmental Relationships to Marketing.

INTRODUCTION TO MARKETING MANAGEMENT: Text and Cases

By STEWART H. REWOLDT, JAMES D. SCOTT, and MARTIN R. WARSHAW, all of the *University of Michigan*

This text is designed for the first course in marketing management. It introduces students to the approaches and problems of marketing decision-making under conditions of uncertainty. The point of view taken is that of a marketing manager. The text draws upon economics, the behavioral sciences, and quantitative analysis wherever these are helpful in the solution of marketing problems. No one of these orientations to the teaching of marketing management predominates. An analytical rather than a descriptive approach is taken and 27 cases are included to provide students the experience of exercising their analytical powers and judgment in making decisions. Intended for a one-semester course. Teacher's Manual available to adopters. 733 pp./1969

I. MARKETING STRATEGY. 1. Development of Marketing Strategy. Cases. II. DEMAND ANALYSIS. 2. Buyer Behavior: Consumer. 3. Buyer Behavior: Consumer and Industrial. 4. Demand Forecasting. Cases. III. PRODUCT STRATEGY. 5. Product Choice Decisions. 6. Product Development Decisions. Cases. IV. DISTRIBUTION STRATEGY. 7. The Distribution Structure. 8. Distribution Policy Decisions. 9. Physical Distribution. Cases. V. PROMOTIONAL STRATEGY. 10. Promotional Strategy Decisions. 11. Determining the Promotional Appropriation. 12. Brand Strategy Decisions. Cases. VI. PRICING STRATEGY. 13. Price Determination. 14. Price Policies. Cases. VII. MARKETING PLANNING. 15. Development of Integrated Marketing Programs. Cases.

MARKETING MANAGEMENT: Analysis and Planning, Revised Edition

By JOHN A. HOWARD, *Columbia University*

This book is important on four counts, two on point of view, two on content. First, the book builds upon the idea that every marketing executive develops over time a theory of buyer behavior, though he seldom articulates it. It guides his use of a mass of incoming information and of his market research facilities and decision making. Second, long run analysis expands the scope of marketing problems discussed. Third, marketing decisions are seen as one part of the total company planning system. And fourth, the emphasis is upon the modern management science application of optimizing. Teacher's Manual. 498 pp./1963

MARKETING

★MARKETING MANAGEMENT CASEBOOK

Edited by HARPER W. BOYD, JR., and ROBERT T. DAVIS, both of *Stanford University*

This casebook makes available a number of cases which are designed to cover a variety of marketing areas. Thus, of the 45 cases, 19 deal with consumer goods, 17 with industrial products, and 9 with services. A breakdown of domestic (U.S.) versus foreign reveals 38 of the former and 7 of the latter. A further feature is that some 7 of the cases can or do involve the use of a decision model. All cases seek to challenge both the conceptual and analytical skills of the students and all have been tested in the classroom. About 400 pp./1971

I. Role of the Market Place. II. Development of Marketing Plans. III. Product and Product Line. IV. Price. V. Channels of Distribution. VI. Personal Selling and Advertising. VII. Organization. VIII. Control and Reappraisal.

READINGS IN MARKETING, Revised Edition

Edited by CHARLES J. DIRKSEN, *University of Santa Clara*, ARTHUR KROEGER, *Stanford University*, and LAWRENCE C. LOCKLEY, *University of Santa Clara*

This volume offers the student a superior selection of readings covering a wide span of time and the major areas of marketing. Each article was carefully selected to provide sound basic knowledge of both factual data and theoretical concepts to enable the student to analyze problem solving strategies with understanding and accuracy. 687 pp./Paperbound/1968

MANAGERIAL MARKETING: Perspectives and Viewpoints, Third Edition

Edited by EUGENE J. KELLEY, *The Pennsylvania State University*, and WILLIAM LAZER, *Michigan State University*

In this managerial approach to marketing, articles are presented because of their effectiveness in stimulating marketing thought and understanding; several manuscripts were developed especially for this volume by leading authorities. Four major topics receive greater coverage in this edition: the systems approach to marketing, international dimensions, decision-making developments including mathematical models and

computers, and societal dimensions of marketing. Selections emphasize the dynamic elements of marketing and marketing theory. 764 pp./1967

I. THE MARKETING MANAGEMENT APPROACH. A. An Overview of Managerial Marketing: Perspectives and Viewpoints. B. The Marketing Management Concept. C. A Systems Approach to Marketing Management. II. THE EXTERNAL ENVIRONMENTS OF MARKETING SYSTEMS. A. Marketing Action and the External Environments. B. Managing Marketing Effort. III. THE CONSUMER. A. Consumer Behavior Analysis. B. Market Segmentation and Consumer Behavior. IV. MARKETING DECISIONS: MODELS, TECHNIQUES, AND STRATEGIES. V. MARKETING MANAGEMENT FUNCTIONS: THE SYSTEMS ORIENTATION. A. Marketing Opportunity Assessment. B. Planning and Programming Marketing Activity. C. Marketing Organization and Leadership. D. Evaluation and Adjustment of Marketing Effort. VI. MANAGING THE MARKETING MIX. A. Product and Service Mix. B. Distribution Mix. C. Communications Mix. VII. INTERNATIONAL MARKETING. A. Management of International Marketing. B. Marketing and Economic Development. VIII. SOCIETAL AND DISCIPLINARY ASPECTS: THE BROADER ISSUES. A. Societal Dimensions of Marketing. B. Marketing as a Discipline.

MARKETING MANAGEMENT, Third Edition

By D. MAYNARD PHELPS, Professor Emeritus, *University of Michigan*, and J. HOWARD WESTING, *University of Wisconsin*

This Third Edition presents a comprehensive discussion of the problems encountered by top marketing executives—directors of marketing, vice-presidents, sales managers—in modern business concerns, and considers the policies and procedures that may be followed in their solution.

The whole book is given focus by an early chapter on planning for marketing. Full attention is given to product planning and development because so much of the success of business concerns depends on painstaking attention to the marketing aspects of product planning. The pricing chapters have been carefully revised and strengthened and the legal aspects of pricing have been complemented by a new chapter on the non-price legal constraints on marketing. Finally, marketing logistics has been given some attention and the materials on management of the sales force have been somewhat circumscribed to get a better balance in the book. Cases, supplementary readings. Teacher's Manual. 940 pp./1968

I. Introduction. II. Planning the Basic Product. III. Product Planning for Promotion. IV. Pricing and the Pricing Environment. V. Planning the Organizational Structure. VI. Planning for Sales and Delivery of Merchandise. VII. Management of Sales Personnel.

MARKETING: Text, Techniques, and Cases, Third Edition

By HARRY L. HANSEN, *Harvard University*

Written by one of the country's foremost marketing authorities, this popular and widely used volume provides a unique approach to the study of marketing in which the aim is to "immerse" the student in marketing problems and situations. Interesting and informative text material is followed by cases and techniques which encourage the student to apply thinking and decision making ability to realistic marketing problems. Instructor's Manual. 1037 pp./1967

PART I. INTRODUCTION. 1. Marketing: Some Preliminary Matters. 2. Analytical Use of Cost and Financial Data. PART II. MARKETS. 3. Buying Motives and Processes. PART III. MARKETING RESEARCH. 4. Scope and Techniques. 5. Probability and Sampling. PART IV. ELEMENTS OF THE MARKETING MIX. 6. A Note on Marketing Functions and Marketing Organization Structure. 7. Product. 8. Distribution Policies. 9. Advertising. 10. Personal Selling. 11. Price. 12. Legislative Regulation of Prices. PART V. THE MARKETING MIX. 13. The Marketing Program.

MARKETING RESEARCH: Text and Cases, Revised Edition

By HARPER W. BOYD, JR., *Stanford University*, and RALPH WESTFALL, *Northwestern University*

This popular book combines cases with text material to provide a basic text for first courses in marketing research.

The text material is devoted largely to a critical discussion of the techniques available for obtaining market information, with considerable emphasis placed on orienting the student to the use of information gathered. Appropriate attention is given to the role of management in initiating market studies and in defining problems. The approach to the problems of market research is analytical, with illustrations given throughout the book to facilitate the understanding of the application of research techniques to marketing problems. Teacher's Manual. 808 pp./1964

1. Nature and Scope of Marketing Research. 2. Scientific Method. 3. Research Design. 4. Research Design: Experimentation. 5. Basic Methods of Collecting Data. 6. Planning the Project and Formulating the Problem. 7. Secondary Data. 8. Data Collection Forms. 9. Introduction to Sampling. 10. Application of Sampling Methods to Marketing Problems. 11. Data Collection and the Field Force. 12. Analysis of Data Collected. 13. Research Report, Follow-Up, and Evaluation of Research Process. 14. Motivation Research. 15. Advertising Research. 16. Product Research. 17. Sales Control Research.

MARKETING MANAGEMENT AND INFORMATION: A New Case Approach

By JOSEPH W. NEWMAN, *University of Michigan*

Most of the cases were designed as parts of two- or three-case sequences so that the student might work through several stages of the decision process in the same context. In addition, different cases emphasize different specific objectives such as (1) the development of creative capacity, (2) the introduction and application of concepts and methods of other disciplines, and (3) the application of Bayesian decision theory. The problems used include market development, special promotions, personal selling, brand strategy, exploratory interviewing, projective techniques, market tests and consumer surveys, project innovation, and computer applications. All of the cases place the student in the role of a marketing manager who must act in a competitive environment which is described in some detail. Teacher's Manual. 402 pp./1967

I. Specifying and Meeting Information Needs. II. Evaluating and Using Research Designs and Findings. III. Applying Bayesian Decision Theory.

PLANNING AND PROBLEM SOLVING IN MARKETING

By the late WROE ALDERSON, and PAUL E. GREEN, *Wharton School of Finance and Commerce, University of Pennsylvania*

This unique text is designed for graduate and undergraduate courses in marketing management and may also be used as a supplementary text for courses in marketing research. Its point of view is that the essence of planning and problem solving consists in the two steps of 1) determining the structure of an action system, and then 2) estimating the probable outcomes of alternative moves within this system. Teacher's Manual. 671 pp./1964

MARKETING

PATENTS AND PROGRESS: The Sources and Impact of Advancing Technology

Edited by the late WROE ALDERSON, VERN TERPSTRA, *University of Michigan*, and STANLEY J. SHAPIRO

264 pp./Paperbound/1965

CONSUMER BEHAVIOR: An Integrated Framework

By C. GLENN WALTERS, *Mississippi State University*, and GORDON W. PAUL, *University of Massachusetts*

Easy to understand and logically organized, this text develops the important concepts of consumer behavior so necessary to a proper understanding of marketing. After an introduction, consumer behavior is presented from an aggregate point of view. Here, population, income, and expenditure characteristics of markets are presented. The remainder of the text considers consumer behavior from the point of view of the individual. First, consumer decision making is discussed. Next, the consumer's needs, motives, perceptions, and attitudes are discussed. Then, environmental influences on the individual (family, social, and cultural) are discussed. Finally, the product, store, and advertising influences of business on the individual consumer are explained. The framework for presenting consumer variables utilizes a wheel that is simple, easy to understand, and demonstrates the interaction and integration of concepts. Macro as well as micro concepts in consumer behavior are handled. *Consumer Behavior* integrates the effects of business on consumers in an entirely new way. Concepts of business influence are presented from the consumer rather than the firm point of view. Instructor's Manual. 566 pp./1970

I. INTRODUCTION. 1. The Nature of Consumer Behavior. 2. Foundation of Consumer Behavior. 3. Consumer Research. II. STRUCTURE OF MARKETS. 4. Introduction to Consumer Market Segments. 5. Segments Based on Population. 6. Segments Based on Income. 7. Demand Segments. III. CONSUMER STRATEGY. 8. Introduction to Consumer Strategy. 9. The Individuals Target Assortment. 10. The Family Target Assortment. 11. Problem Recognition and Search. 12. Information—Evaluation—and Decision. IV. THE INDIVIDUAL CONSUMER. 13. Introduction to the Individual Consumer. 14. Consumer Behavior Founded on Needs. 15. Motives Stimulate Consumer Behavior. 16. Consumers Act as They Perceive. 17. Consumer Attitudes: Basic Considerations. 18. Consumer Attitudes: The Function of Learning. 19. Consumer Attitudes: Personality Aspects.

V. ENVIRONMENTAL INFLUENCES. 20. Introduction to Inter-personal Influence. 21. Family Influence on Consumers are Primary. 22. Social Interaction with Consumers. 23. Cultural Aspects of Consumer Behavior. 24. Sub-Cultures and Reference Groups. VI. BUSINESS INFLUENCES. 25. Introduction to Business Influence. 26. The Consumer's Product Image. 27. The Consumer's Store Image. 28. Effects of Promotion on Consumers. VII. SUMMARY—EVALUATION. 29. Consumer Behavior: An Appraisal.

CASES IN MARKETING MANAGEMENT

By RALPH WESTFALL, *Northwestern University*, and HARPER W. BOYD, JR., *Stanford University*

This comprehensive casebook offers the student insight into the problems likely to be encountered by the marketing manager. It differs from other casebooks in that it places emphasis on setting objectives, on planning, and on advertising management along with sales force management. Teacher's Manual. 571 pp./1961

CASES IN MARKETING STRATEGY, Revised Edition

By RICHARD M. CLEWETT, *Northwestern University*, RALPH WESTFALL, and HARPER W. BOYD, JR.

The authors have made every effort to select cases which reflect the changing marketing scene and at the same time focus on fundamental problems. All of the cases have been developed as a result of the continuous case development program in marketing at Northwestern University. Text material is not included; the book is designed to accompany any of the leading basic texts in marketing. Questions for discussion are provided at the conclusion of each case. Instructor's Guide. 335 pp./1964

MARKETING AND MANAGEMENT SCIENCE: A Synergism

By WILLIAM A. CLARK, *Monsanto Company, St. Louis*, and DONALD E. SEXTON, *Columbia University*

The purpose of this book is to further the use of computers in solving marketing problems. It may be used as a basic text in introduction to quantitative methods in marketing, as a supplementary text in marketing management courses, and as a supplementary text in courses in introductory operations re-

search. It is a problem-oriented book. Within a given chapter the problem is described in some detail, yet looked at in its broadest sense. Once the problem has been defined, techniques for its solution are discussed, usually in terms of their logic rather than their mathematical underpinnings. In fact, the student need not be at all astute mathematically. The outstanding feature of this book is its readability. The authors feel that marketers are somewhat timid about management science and management science people and will welcome easy-to-read material. *Marketing and Management Science* discusses problems and solutions in English, simply but not superficially, with analogies and easy-to-follow examples. 460 pp./Copyright 1970

1. The Marketer's Quandary. 2. Understanding the Computer. 3. The Satisfaction of Marketers' Needs for Information. 4. Forecasting and Data Interpretation. 5. More about Forecasting. 6. Marketing Decisions. 7. New Product Decisions. 8. Pricing Decisions. 9. Sales Force Decisions. 10. Distribution Decisions. 11. Advertising Decisions. 12. Planning and Control. 13. Training of Marketers. 14. Marketing Systems Decisions. 15. State of the Art.

ANALYSIS FOR MARKETING DECISIONS

By JAMES H. DONNELLY and JOHN M. IVANCEVICH, both of the University of Kentucky

This text is oriented toward the factors in marketing decision making that can be quantified. However, it makes no attempt to cover every quantitative technique discussed in management science literature. Instead, the authors have developed a book suitable to the needs of marketing students with a minimum background in mathematics. The book emphasizes an analytical approach to marketing decisions and problems rather than attempting to teach the student sophisticated mathematics. The text and Instructor's Manual have been classroom tested. 511 pp./1970

- I. INTRODUCTION. 1. The Analytical Approach to Marketing Decisions. 2. Model Building and Analysis. II. ANALYTICAL CONCEPTS, TOOLS, AND TECHNIQUES. 3. Probability. 4. Decision Theory. 5. Mathematical Concepts. 6. Mathematical Programming. II. I. APPLICATIONS. 7. Product Planning. 8. Distribution. 9. Promotion Strategy. 10. Pricing IV. COMPUTERS

AND SIMULATION IN MARKETING. 11. Marketing Information Systems. 12. Simulation. 13. The Future of Analytical Methods in Marketing.

INTERNATIONAL MARKETING MANAGEMENT

By GORDON E. MIRACLE, *Michigan State University*, and GERALD ALBAUM, *University of Oregon*

Approaching the study of international marketing from the managerial point of view, this text has three broad objectives: (1) to provide the student with some knowledge of how businessmen determine international marketing strategy and policy and make international marketing decisions; (2) to provide the student with a systematized approach to the solution of international marketing problems (insofar as this can be accomplished with the existing state of knowledge in marketing), and, thus, to develop his ability to solve the broad questions and problems of strategy and policy formulation; and (3) to develop in the student an understanding and appreciation of the social and economic implications and effects of marketing policies—to develop a sense of social responsibility which may be in the long-run interests of citizens in many nations of the world. This book is intended for use in a first course in international marketing typically offered at the senior or graduate level. Instructor's Manual. 621 pp./1970

- I. INTRODUCTION. 1. Introduction to International Marketing. 2. Importance of International Trade. 3. Foundations of International Trade. 4. Goals of Individual Business Units. II. THE INTERNATIONAL ENVIRONMENT. 5. Government Influences on International Marketing. 6. Promotion of International Marketing. 7. National and International Financial influences on International Marketing. 8. Competition in International and National Markets. 9. Analysis of World Markets. 10. Marketing Intelligence: Information for International Marketing Decisions. 11. Corporate Organization and International Marketing. 12. Decisions Based on Analysis of the International Environment. III. STRATEGY AND POLICIES IN INTERNATIONAL MARKETING. 13. International Product Policies. 14. International Marketing Channel Decisions. 15. Channels between Nations: Home Country Production. 16. Channels between Nations: Overseas Production. 17. Marketing Channels within Nations: Structure and Policies. 18. International Physical Distribution Decisions. 19., 20. & 21. International Marketing Communication. 22. International Pricing Decisions. 23. International Marketing Programs.

MARKETING

★INTERNATIONAL MARKETING, Revised Edition

By PHILIP R. CATEORA and JOHN M. HESS,
both of the University of Colorado

As before, this Revised Edition explores those aspects of marketing which are unique to international business. The consistent focus is on the environment and on the modifications of marketing thinking and practices occasioned by environmental differences. In this edition, over half of the chapters have been substantially revised to include greater emphasis on policy, strategy, and a systems approach to international marketing. Cases have been added at the end of each section. The case mix includes short cases of a specific nature, i.e., a single specific problem and longer more integrative cases applicable to the general subject of the section. Teacher's Manual. *About 700 pp./1971*

I. AN OVERVIEW. 1. Scope and Challenge of International Marketing. 2. Marketing in World Business; An Historical Review. 3. International Trade Concepts and Theory. II. THE WORLD MARKETING ENVIRONMENT. 4. Cultural Dynamics in Assessing World Markets. 5. Political Considerations in Assessing World Markets. 6. Economic Development and World Markets. 7. Geography and World Markets. 8. The International Legal Environment. III. WORLD MARKET PATTERNS. 9. Multinational Market Groups. 10. World Markets for Consumer goods. 11. Marketing Industrial Products Internationally. 12. Business Customs and Practices in World Marketing. IV. ORGANIZING FOR MARKETING IN INTERNATIONAL BUSINESS. 13. Dynamics of International Planning and Organization. 14. Financing International Marketing. 15. International Marketing Manpower Management. 16. Coordinating and Controlling World Marketing Operations. V. INTERNATIONAL MARKETING MANAGEMENT. 17. International Marketing Research. 18. Pricing in International Markets. 19. Advertising Abroad. 20. The International Distribution System. 21. Export Trade Mechanics. 22. International Distribution Patterns and Strategy.

INDUSTRIAL MARKETING, Third Edition

By RALPH S. ALEXANDER, Professor Emeritus, *Columbia University*, JAMES S. CROSS, *Sun Oil Co.*, and RICHARD M. HILL, *University of Illinois*

In this revision, the authors have sought to make a number of changes that improve the text as a learning tool. Included are the following: 1. A

short section on management, outlining its functions and problems. 2. Expanded treatment of industrial buyers and buying tools. 3. Complete revision of chapters on planning, product offering, management of pricing, and marketing channels. 4. Addition of chapter on organization for industrial marketing. Cases have been selected on the basis of usefulness rather than date. Instructor's Manual. *698 pp./1967*

PRICE POLICIES AND MARKETING MANAGEMENT

By ROBERT A. LYNN, *Kansas State University*

This book shows the ways in which pricing can be used to improve the marketing program of a firm. It covers the information that is needed to form the basis for pricing decisions, and examines the way in which prices can be used to attain a variety of goals. Instructor's Manual. *343 pp./Paper-bound/1967*

WHOLESALE MANAGEMENT: Text and Cases

By RICHARD M. HILL, *University of Illinois*

The purpose of this text is to present a comprehensive analysis of the wholesaling function and explore the techniques through which the administrative problems inherent in its performance can be solved. Since the wholesaler is primarily a marketing institution, this purpose requires an integration of management and marketing principles. Teacher's Manual. *847 pp./1963*

CASES IN FOOD DISTRIBUTION

By MALCOLM P. McNAIR, Professor Emeritus, WILLIAM APPLEBAUM, and WALTER J. SALMON, *all of the Graduate School of Business Administration, Harvard University*

The focus of the cases in this volume is on the problems confronting the owners and managers of selected retail and wholesale food companies. Although primarily designed to develop analytic ability in handling the problems confronting food distributors, taken together the cases amply describe the major forms of food distribution in the United States. Teacher's Manual. *723 pp./1964*

★MARKETING CHANNELS: A Systems Viewpoint

Edited by WILLIAM G. MOLLER, JR. and DAVID L. WILEMON, both of Syracuse University

This volume presents a logical, well-organized approach to the economic, managerial, and behavioral dimensions of marketing channels. Key readings have been selected to present the student with the increasingly complex channel concepts, frequently from both a micro and macro viewpoint. The relationships between the environment of marketing channels, the managerial aspects of channels, and the various role relationships within channels are stressed. To avoid an overly theoretical approach, important conceptual material is frequently followed by applied and descriptive material. Aimed primarily at the undergraduate student, the book can be used as a basic text for the new marketing channel courses and as a supplement to the standard retailing, wholesaling, and the logistics/physical distribution courses. About 300 pp./Paperbound/1971

1. The Marketing Channel: Some Perspectives. 2. Functional Dimensions of Distribution Channels. 3. Environmental Parameters Influencing Channels. 4. Channels, Change, and Economic Evolution. 5. Channels and Channel Participants. 6. Channel Management. 7. Channel Information Systems.

RETAILING: Principles and Methods, Seventh Edition

By DELBERT J. DUNCAN, Professor Emeritus, University of California, Berkeley, and CHARLES F. PHILLIPS, President Emeritus, Bates College

In this Seventh Edition of *Retailing*, the authors review and evaluate the many elements of ferment in the retail field (technological developments of recent years, and changes in the environment within which retail stores must operate) and discuss the responses of retailing institutions, including management policies and operating methods. Teacher's Manual. 825 pp./1967

I. THE RETAIL REVOLUTION. 1. Retailing: Its Structure and Environment. II. RETAILING AS A CAREER. 2. Retail Management Requirements. 3. Retailing and the College Graduate. III. THE RETAIL STORE. 4. Store Location. 5. Store Building, Fixtures, and Equipment.

6. Planning the Store's Layout. IV. RETAIL ORGANIZATION. 7. Structure of the Retail Firm. 8. Retail Personnel Management. 9. Retail Personnel Management—Continued. V. MERCHANDISE MANAGEMENT: BUYING, CONTROL, RECEIVING, AND PRICING. 10. Buying to Meet Customer's Wants. 11. Buying: Selecting Merchandise Resources and Suitable Merchandise. 12. Buying: Negotiating with Merchandise Resources. 13. Merchandise Management. 14. Merchandise Management through the Budget. 15. Managing Incoming Merchandise. 16. Pricing Merchandise. 17. Pricing Merchandise—Continued. VI. SALES PROMOTION AND CUSTOMER SERVICES. 18. Retail Advertising and Display. 19. Retail Sales Promotion by Other Nonpersonal Methods. 20. Personal Salesmanship. 21. Customer Services. 22. Retail Credit. VII. RETAIL CONTROL. 23. The Cost Method of Accounting Control. 24. The Retail Inventory Method and Other Accounting Concepts. 25. Expense Control. 26. Control of Sales Transactions. 27. Retail Insurance. 28. Coordination and Retailing Management.

RETAIL MANAGEMENT, Revised Edition

By FRED M. JONES, University of Illinois

Many new cases, problems and illustrations have been added in this edition of *Retail Management* (formerly titled *Retail Merchandising*) as well as a new chapter on planned shopping centers. The book discusses all considerations of retail management, starting with store location and layout, establishing a store, organization and personnel, planning (whether before or during operations, formal or informal in nature), and concluding with control of operations, and major operational areas and policies. No advanced knowledge of mathematics is necessary to solve the problems. Illustrations, cases, problems. Teacher's Manual. 681 pp./1967

I. INTRODUCTION. 1. The Basics of Retail Management. 2. The Customer. II. ESTABLISHING A STORE. 3. Store Location. 4. The Planned Shopping Center. 5. Store Layout. III. ORGANIZATION AND PERSONNEL. 6. Department Store Organization. 7. Department Store Organization—Continued. 8. Chain Store Organization. 9. Personnel Management. IV. PLANNING. 10. Financial Planning. 11. Sales and Expenses. 12. Merchandise Planning. 13. Mark-on Planning. V. CONTROL. 14. Merchandise Control. 15. Inventory Management. 16. The Retail Method. 17. Expense Control and Analysis. VI. BUYING, RECEIVING, AND PRICING. 18. What to Buy. 19. Fashion Buying. 20. Relations with Resources. 21. Terms of Purchase. 22. Receiving and Marking. 23. Pricing. VII. SELLING. 24. Sales Promotion. 25. Managing the Sales Force. 26. Managing Credit Sales. 27. Managing Store Services. Bibliography.

MARKETING

RETAIL MANAGEMENT PROBLEMS, Fourth Edition

By C. H. MCGREGOR, *The University of North Carolina at Chapel Hill*, and PAUL C. CHAKONAS, *New York State Education Department*

This Fourth Edition contains 58 new or revised cases. Although the total number of cases is reduced, those included have a wider range of applicability to current retail operating problems faced by retail managers. More emphasis is placed on problems faced by middle management level personnel. 103 computation problems are included for 11 topical areas integrated with text materials. Also included are comprehensive lists of retail operating and financial formulas for assistance and convenience in evaluating quantitative data in the cases and problems, and a list of questions at the end of each case problem to direct the student's attention to relevant issues bearing on the problem encountered in each case. This book is suitable as a basic text for courses in retail management problems and it has basic or supplementary use in retailing courses and for courses concerned with the operation and management of small businesses. Teacher's Manual. 291 pp./Paperbound/1970

I. Retail Fundamentals. II. Retail Accounting. III. Store Location and Layout. IV. Store Organization and Personnel. V. Merchandise Policies and Buying. VI. Stock Planning and Control. VII. Price Policies and Pricing Practices. VIII. Selling, Advertising, and Sales Promotion. IX. Customer Services. X. Retail Finance. XI. General Management.

CONSUMER AND COMMERCIAL CREDIT MANAGEMENT, Third Edition

By ROBERT H. COLE, *University of Nebraska*

Consumer and Commercial Credit Management is designed for the people who are or will be involved in the management of credit and collection for themselves or for others. Credit is discussed from dual perspectives: its economic and social implications and the specific types available. The organization of the text follows the actual sequence of operations of credit activities in credit departments. Instructor's Manual. 631 pp./1968

PART I. Background to the Field of Credits and Collections. PART II. Understanding Consumer Credit. PART III. Management and Analysis of Consumer Credit. PART IV. Business Credit, Government Credit,

and Foreign Credit. PART V. Management and Analysis of Commercial Credit. PART VI. Control of Credit Operations.

CREDIT MANAGEMENT HANDBOOK, Revised Edition

Prepared and edited by the CREDIT RESEARCH FOUNDATION of the *National Association of Credit Management*

812 pp./1965

★SALESMANSHIP: Principles and Methods, Fifth Edition

By CARLTON A. PEDERSON, *Stanford University*, and MILBURN D. WRIGHT, *San Jose State College*

The purpose of this text is to provide effective educational materials for students to prepare them for future careers in selling. Many of the nation's leading companies have provided up-to-date sales training materials which have been incorporated in this edition. This Fifth Edition continues to emphasize the important role of selling in the American economy. Throughout the text attention is focused upon selling as a process which produces mutual benefits to the buyers and sellers.

Major changes made in this edition include: (1) addition of up-to-date illustrations, cases, problems, and projects which have been obtained from leading companies; (2) an increased emphasis upon consumer and retail selling; (3) addition of a chapter on the social and ethical responsibilities of salesmen; (4) a new section on introduction to sales management which has been changed and condensed into two chapters; (5) a reduction in total number of pages resulting from careful organization and editing; (6) a revision of the Teacher's Manual which includes answers to all cases, problems, and equations, plus current supplementary material for the use of the instructor; and (7) a revised Manual of Objective Tests. 715 pp./1971

I. THE FIELD OF SELLING. 1. The Role of Selling in the American Economy. 2. Salesmanship: Its Nature and Rewards. 3. The Salesman's Job and His Qualifications. II. KNOWLEDGE AND SKILL REQUIREMENTS FOR SUCCESSFUL SELLING. 4. Consumer Characteristics and Behavior. 5. Consumer Motivation. 6. The Company, Its Products and Competition. 7. Price, Discount, and Credit Policies and Practices. 8. Advertising and Sales Promotion. 9. The Telephone and Direct Mail as

Sales Aids. III. THE SALES PROCESS. 10. Prospecting and Getting the Right Start. 11. Planning and Delivering the Sales Presentation. 12. Dramatizing the Sales Presentation. 13. Handling Objections. 14. The Close. 15. The Standard Memorized Presentation. 16. Sales Presentations Illustrated. IV. THE SALESMAN'S PERSONAL, CUSTOMER, AND SOCIAL RESPONSIBILITIES. 17. Planning and Controlling Sales Efforts. 18. Building Good Will. 19. The Social and Ethical Responsibilities of the Salesman. V. INTRODUCTION TO SALES MANAGEMENT. 20. The Nature and Scope of Sales Management. 21. Selecting, Training, and Directing Salesmen.

Performance. VI. A FORWARD LOOK. 26. The Sales Manager and the Computer. 27. The Sales Manager—His Job, His Career. 28. Social and Ethical Responsibilities of Sales Executives.

READINGS IN SALES MANAGEMENT

Edited by HARPER W. BOYD, JR., and ROBERT T. DAVIS, *both of Stanford University*

Over the past several years, the selling function has been changing substantially, reflecting marketing's altered role in the economy, the expanded responsibilities being assigned to the marketing department within most firms, and the rapid shifts in the competitive environment. As a result, today's sales manager is concerned with using a more analytical approach to determine the precise function of the selling activity within the firm, with building a sales plan that will ultimately specify manpower needs and the allocation of resources, with making the sales plan operational, and with controlling and reappraising. This text is organized around these basic activities. The 41 readings contained were chosen because of their contribution to an understanding of the management of the sales activity as it must be practiced now and in the future. 467 pp./Paperbound/1970

I. Positioning the Sales Management Activity. II. Building the Sales Plan. III. Organizing the Sales Department. IV. Making the Sales Plan Operational. V. Controlling and Reappraising.

STRATEGY PROBLEMS OF MASS RETAILERS AND WHOLESALERS

By MILTON P. BROWN, WILLIAM APPLEBAUM and WALTER J. SALMON, *all of the Harvard Business School*

Selected major strategy problems of large scale retail and wholesale enterprises are covered in this volume. These problems center on issues of growth and expansion, marketing or merchandising and promotion issues, and matters of long range planning. It excludes cases concerned mainly with operating and departmental problems. The book is organized so that the several cases in each section emphasize similar issues. Thus, students can examine how differences in merchandise and services offered effect the analysis and handling of comparable problems among various types of retailers. Instructor's Guide. 858 pp./1970

MANAGEMENT OF THE SALES FORCE, Third Edition

By WILLIAM J. STANTON, *University of Colorado*, and RICHARD H. BUSKIRK, *California State College, Fullerton*

In this Third Edition, the same basic scope, approach, and organization have been retained and the text is still concerned only with the administration of an outside sales force and its activities. All material has been updated, 35 of the 43 cases are new, a chapter on the sales manager and the computer has been added, and several chapters have been rewritten and reorganized. Teacher's Manual.

An auxillary Study Guide, prepared by Richard Buskirk, follows both the thought and thrust of each chapter. For each chapter in the text it contains a digest of the contents, an outline and space for notes, key terms, sample test questions, and special activities that involve the student in real business situations. 753 pp./1969

I. INTRODUCTION. 1. Field of Sales Management. 2. The Sales Manager as an Administrator. II. SALES ORGANIZATION. 3. Principles and Policies of Sales Organization. 4. Typical Sales Organizational Structures. III. SALES OPERATIONS. 5. Selection of Salesmen—Determining the Kind of Men Wanted. 6. Selection of Salesmen—Recruiting Applicants. 7. Selection of Salesmen—Processing Applicants. 8. Selection of Salesmen—Use of Tests. 9. Assimilation of the New Salesman into the Organization. 10. Developing and Conducting a Sales Training Program. 11. Content of Sales Training Program. 12. Designing and Administering a Compensation Plan. 13. Designing and Administering a Compensation Plan (cont.) 14. Salesmen's Expenses and Transportation. 15. Supervision of Salesmen. 16. Salesmen's Morale. 17. Stimulation of Salesmen. IV. SALES PLANNING. 18. Market and Sales Potentials. 19. Sales Forecasting. 20. Sales Department Budgets. 21. Sales Territories and Routing. 22. Sales Quotas. V. SALES ANALYSIS. 23. Analysis of Net Sales Volume. 24. Marketing Cost Analysis. 25. Evaluation of Salesmen's

MARKETING

CASES IN SALES FORCE MANAGEMENT

By DEREK ARNOLD NEWTON, *University of Virginia*

This text contains 37 cases designed to help the student develop both the understanding and decision-making skills necessary to build and maintain an effective sales organization. There is also brief introductory text materials to give the student a framework for thinking about sales management problems. Although primarily for use at the graduate level, most of the case material is suitable for use with undergraduate courses in sales management. The cases are divided into four sections corresponding to the four primary levels of decision-making responsibility: Salesmen, Field Sales Manager, Sales Executive, Marketing Executive. They are descriptions of up-to-date sales management and marketing management problems encompassing decision-making areas in marketing both consumer and industrial goods, as well as service industry problems. While most of the cases are less than 20 pages in length, there are several of greater length and complexity, requiring a fairly high degree of skill in interrelating the activities of the sales force with the total scope of the firms' marketing activities. Instructor's Guide. 692 pp./1970

SALES MANAGEMENT ORGANIZATION GAME

By ROBERT E. TRITT and CLYDE E. HARRIS, JR., *both of the University of Georgia*

This sales management game consists of two parts. The *Player's Manual* contains a brief discussion of the nature of gaming, an overview of this particular game, the authors' objectives, the game environment and playing situations, and instructions on how to make operational decisions during the game. The *Administrator's Manual* is an introduction to the computer and how it is used in this game, and gives an understanding of the underlying assumptions and models (equations) used by the authors in the development of this game. 2 Volumes/Paperbound/1967

MARKETING IN ACTION: A Decision Game, Revised Edition

By RALPH L. DAY, *Indiana University*

Marketing in Action places the student in the position of the marketing manager of a simulated

firm and requires him to make marketing decisions paralleling those made by actual managers. It provides a dynamic environment for decision making, allowing the student to see more clearly the meaning and relevance of the knowledge he has gained from other kinds of study. On the basis of classroom experience, changes in the game have resulted in 25 products to choose from, 6 possible brands per market, increased information and simplified procedure in marketing research options, and revised computation procedures for computer or non-computerized scoring. The revised game is more stimulating and challenging although instructor time and effort have been reduced. Instructor's Manual. 1968

CASES IN SALES MANAGEMENT

By J. STERLING LIVINGSTON, *Harvard University*, and ROBERT T. DAVIS, *Stanford University*

The objective of these cases in sales management is to present a series of case problems that will assist the student to appraise the strategic and operating problems of the sales manager. The cases cover industrial, commercial, and consumer sales organizations and are designed to develop skill both in managing men and in selling. A unique feature of the cases is that they not only provide a means of developing analytical skills, but also present successful methods for increasing the performance of a sales force. Teacher's Manual. 738 pp./1962

PROMOTION: Persuasive Communication in Marketing

By ROLLIE TILLMAN and C. A. KIRKPATRICK, *both of the University of North Carolina*

This book is about *promotion*—about *communication* which is expected to influence buyers. It locates promotion within the larger area of marketing with regard to its function, organization, and management; it examines how the ultimate consumer behaves as a person and as a buyer, and shows how sellers communicate to buyers. Three sections deal with the big three promotional forces: personal selling, advertising, and sales promotion. The final section examines how marketing managers approach their jobs of administering promotional programs. Teacher's Manual. 489 pp./1968

★PROMOTIONAL STRATEGY, Revised Edition

By JAMES F. ENGEL, *The Ohio State University*, HUGH G. WALES, *Roosevelt University*, and MARTIN R. WARSHAW, *The University of Michigan*

As a basic text, *Promotional Strategy* differs somewhat from many similar works. It builds on a rigorous base of consumer psychology and then proceeds to treat advertising, reseller stimulation, personal selling, and other communication tools as part of an overall promotional mix. Problems are viewed through the eyes of the promotional manager in the business firm, and major emphasis is placed on understanding the factors that affect his decisions and mold managerial strategy; there are no "cookbook" answers provided.

In this Revised Edition more than fifty percent of the material is new. The sections on analysis of consumer motivation and behavior are greatly strengthened; and the sections on setting objectives and market targets, media strategy, and creative strategy are entirely new. The materials have been rearranged and brought up-to-date as a result of suggestions from instructors who use the text. Also in this edition, the authors have chosen to delete cases in order to provide a more comprehensive coverage of the subject matter. Rather, a separate volume, *Cases in Promotional Strategy*, has been prepared to accompany this text. 665 pp./1971

I. INTRODUCTION. 1. Introduction. 2. The Nature of Communication. 3. Promotional Strategy: An Overview. II. SITUATION ANALYSIS. 4. Demand: Fundamentals of Motivation and Behavior. 5. Demand: Perception and Attitudes. 6. Demand: Social Influences. 7. Demand: Consumer Decision Making and Information Use. 8. The Legal Environment for Promotion. III. DETERMINATION OF PROMOTIONAL OBJECTIVES AND UTILIZATION OF RESOURCES OF THE FIRM. 9. Market Segmentation. 10. Objectives for the Promotional Campaign. 11. Determination of Budget. 12. Use of Personnel and Outside Services. IV. MANAGEMENT OF MASS COMMUNICATION EFFORTS. 13. Analysis of Mass Media Resources. 14. Media Strategy: Basic Considerations. 15. Media Strategy: Scheduling and Quantitative Analysis. 16. The Mass Communication Message. 17. Pretesting the Message. 18. Measurement of Mass Communication Effectiveness. V. MANAGEMENT OF PERSONAL SELLING RESOURCES. 19. Using Personal Selling Resources. 20. Evaluation and Control of Sales Force Efforts. VI. STIMULATING RESELLER PROMOTIONAL SUPPORT. 21. Resellers as Promotional Resources. 22. Stimulating Reseller Support: Price, Margin, and Inventory Policies. 23. Stimulating Reseller

Support: Improving, Supplementing, and Controlling Performance. VII. THE PROMOTIONAL CAMPAIGN. 24. Coordinating and Integrating Campaign Elements. 25. The Economic and Social Role for Promotion.

★CASES IN PROMOTIONAL STRATEGY

By JAMES F. ENGEL, W. WAYNE TALARZYK, *both of The Ohio State University*, and CARL M. LARSON, *The University of Illinois, Chicago Circle Campus*

While this text was created primarily as a companion volume to the Revised Edition of *Promotional Strategy*, it also can be used in conjunction with other leading advertising and promotional texts. This book contains a variety of cases pertaining to promotional strategy. All represent actual business situations and are relevant and current examples of today's promotional problems. In addition to promotional problems involving consumer products and services, the text also focuses on industrial products and retail stores. The broadening role of promotional strategy is also emphasized through cases dealing with religion on college campuses, financial planning programs, and pollution control equipment. Some cases include examples of actual research results available to managers as they make promotional decisions. Instructor's Manual. About 400 pp./Paperbound/1971

1. Planning the Promotional Campaign: Fundamental Considerations. 2. Management of Mass Communication Efforts. 3. Management of Personal Selling Efforts. 4. Stimulating Reseller Support.

READINGS IN ADVERTISING AND PROMOTION STRATEGY

Edited by ARNOLD M. BARBAN and C. H. SANDAGE, *both of the University of Illinois*

This paperback, as a supplement to a basic text in advertising, promotion, or communication, presents a carefully selected number of articles written by leading businessmen and educators. The readings are set within a conceptual framework that provides a unifying approach for all material. Since the articles selected were written by a variety of people, often with diverse views on the topic, they are more for the purpose of challenging student thinking and providing unique insights into a topic than simply to duplicate the text's section matter. 311 pp./Paperbound/1968

MARKETING

★ADVERTISING THEORY AND PRACTICE, Eighth Edition

By C. H. SANDAGE, Professor Emeritus, *University of Illinois*, and VERNON FRY-BURGER, *Northwestern University*

In this Eighth Edition a systems approach is introduced that treats advertising as a subsystem of an economic system which, in turn, is part of a larger system of values and beliefs. The pivotal role of the consumer, which has been a basic premise of this text, is further developed and related to current interests in consumerism. The dynamics of the marketplace, including changing markets, changing consumer behavior, changing strategies and styles of advertising, are reflected in text, data, and illustrations. As before, this popular and widely adopted text gives the student broad perspective and penetrating understanding of advertising—its functions in our culture, its role in business, how it works, how it is planned and created, its challenges and opportunities. Teacher's Manual. About 725 pp./1971.

I. BASIC VALUES AND FUNCTION. 1. Introduction. 2. History of Advertising. 3. Social and Economic Aspects of Advertising. 4. Advertising as Communication. 5. Ethics and Truth in Advertising. 6. Nonproduct Advertising. II. BACKGROUND FOR CREATING ADVERTISEMENTS. 7. The Role of Research. 8. Consumer Research. 9. Consumer Groups. 10. Product Analysis. 11. Market Analysis. III. THE ADVERTISING MESSAGE. 12. Factors Affecting Response. 13. Advertising Appeals. 14. Selecting the Appeal. 15. Copywriting. 16. Illustrating the Advertisement. 17. Preparing the Layout. 18. Reproducing the Advertisement. IV. ADVERTISING MEDIA. 19. Selecting the Medium. 20. Newspapers and Magazines. 21. Television and Radio. 22. Direct Mail. 23. Other Media. V. ADVERTISING EFFECTIVENESS. 24. The Rationale of Testing. 25. Opinion and Attitude Tests. 26. Recognition and Recall. 27. Controlled Experiments in the Field. VI. THE ADVERTISING ORGANIZATION. 28. The Advertising Agency. 29. The Advertising Department. 30. Retail Advertising. 31. The Advertising Budget.

ADVERTISING PRINCIPLES AND PROBLEMS, Third Edition

By CHARLES J. DIRKSEN and ARTHUR KROEGER

In the Third Edition of their popular text, Professors Dirksen and Kroeger treat advertising as an accepted part of the marketing mix. They assume that management and the public recognize the

place of advertising in modern society. As a result, their emphasis is on what advertising is, how it functions, and its advantages and disadvantages. Advertising *strategy* is stressed rather than mechanics, in part through the use of some 75 case studies drawn from actual business situations. Fully illustrated. Instructor's Manual. 820 pp./1968

PART I. Introduction. PART II. Advertising Organization. PART III. Consumer Demand. PART IV. The Advertisement. PART V. Media. PART VI. Advertising Research. PART VII. Advertising Management. PART VIII. The Role of Advertising.

THE ROLE OF ADVERTISING: A Book of Readings

Edited by C. H. SANDAGE, Professor Emeritus, *University of Illinois*, and VERNON FRY-BURGER, *Northwestern University*

515 pp./1960

THE PROMISE OF ADVERTISING

Edited by C. H. SANDAGE

222 pp./1961

ADVERTISING MANAGEMENT: Selected Readings

Edited by HARPER W. BOYD, JR., *Stanford University*, and JOSEPH W. NEWMAN, *University of Michigan*

Advertising Management: Selected Readings helps bridge the gap which has separated advertising from related fields. It contains articles chosen from a variety of professional journals and other sources which deal with important concepts, knowledge and methods from psychology, social anthropology, sociology, communications, economics, mathematics, and statistics. The articles are concerned with such topics as the nature of the communication process, symbols and how they communicate, attitude change, learning theory, perception, imagery, diffusion of innovation, market segmentation, the creative process, the creative organization, regression analysis, mathematical models, analyses of brand switching, and computer simulation. 580 pp./1965

ADVERTISING MANAGEMENT: Text and Cases, Revised Edition

By NEIL H. BORDEN and MARTIN V. MARSHALL, both of the Graduate School of Business Administration, Harvard University

This popular text was written to provide material to those who wish to study advertising by the problem or case method and from the viewpoint of top management. The book consists essentially of two types of material: (1) that which focuses upon the determination of what role, if any, advertising can play in the marketing operation, and (2) that which focuses upon the implementation of advertising programs. Teacher's Manual. 1078 pp./1959

ADVERTISING TECHNIQUES AND MANAGEMENT, Revised Edition

By ROBERT V. ZACHER, Arizona State University

This book is designed to give students in an introductory advertising course an understanding of advertising's role as a vital tool in the distribution of goods and services and an appreciation of its functions as a communications device, not only in marketing, but in shaping ideas and attitudes on many matters. The text outlines advertising's place in the overall business picture, its economic and social implications, "The Marketing Environment," research, planning and development, "Creating Advertising," and management decisions: that is, *what* is done as well as *how* and *why*. Teacher's Manual. 679 pp./1967

PUBLIC RELATIONS: Principles, Cases, and Problems, Fifth Edition

By BERTRAND R. CANFIELD, late of Babson Institute of Business Administration

The purpose of this text is to introduce students and practicing managers of businesses, unions, or social organizations to the function and role of public relations; it does not intend to teach the specialized skills of handling a press conference or producing an advertisement. Each of the six sections is prefaced to introduce the reader to the material to come. Following each chapter are cases contributed by business and nonprofit organizations describing their public relations programs and practices, together with realistic problems that give students the opportunity to

apply the principles that have been discussed. 642 pp./1968

I. The Field of Public Relations. II. The Corporate Publics. III. Public Relations of Nonprofit and Social Welfare Organizations, Business and Professional Associations, the Armed Forces, and Other Institutions. IV. International Public Relations. V. Public Relations Research and Media of Public Relations. VI. Corporate Contributions.

PLAID for PRINCIPLES OF MARKETING*

By WILLIAM T. RYAN, Florida Atlantic University

In addition to presenting basic marketing information, this PLAID attempts to develop in the reader the understanding of the *Marketing Management Concept*. The book is organized into three main sections: (1) the nature of a market; (2) the nature of a marketable product; and (3) the nature of market distribution. Three final review sections, including answers, are provided. This PLAID can be used in conjunction with most formal courses in marketing, by those preparing for graduate study, in sales and executive training programs, and by government and business personnel involved in purchasing. About 175 pp./Paperbound/1971

* Published by Learning Systems Company

PLAID for RETAILING: Modern Concepts and Practices*

By DELBERT J. DUNCAN, Professor Emeritus, University of California at Berkeley. Coordinating Editor: ROGER H. HERMANSON, The University of Maryland

This PLAID is organized into seven major divisions: (1) the retail revolution; (2) the major requirements for starting and successfully conducting a retail enterprise; (3) the store itself; (4) store organization and personnel management; (5) merchandise management; (6) sales promotion and customer service; and (7) retail control. Two sets of review questions and a final examination of multiple-choice questions, all with answers, are included. This book has supplementary use for courses in retailing, it is suitable for executive training programs, and is helpful to students entering graduate schools of business. 184 pp./Paperbound/1970

* Published by Learning Systems Company

MARKETING

The American Marketing Association
Reprint Series

CONSUMER BEHAVIOR: Selected Readings

Edited by JAMES F. ENGEL, *The Ohio State University*

242 pp./Paperbound/1968

MARKETING AND SOCIETY: The Challenge

Edited by ROBERT J. LAVIDGE, *Elrick and Lavidge, Inc.*, and ROBERT J. HOLLOWAY, *University of Minnesota*

224 pp./Paperbound/1969

READINGS IN BUSINESS LOGISTICS

Edited by DAVID McCONAUGHY, *University of Southern California*

183 pp./Paperbound/1969

SALESMANSHIP: Selected Readings

Edited by JOHN M. RATHMELL, *Cornell University*

171 pp./Paperbound/1969

MEASURING ADVERTISING EFFECTIVENESS: Selected Readings

Edited by JOHN J. WHEATLEY, *University of Washington*

241 pp./Paperbound/1969

PRODUCT MANAGEMENT: Selected Readings

Edited by D. MAYNARD PHELPS, *Emeritus, University of Michigan*

192 pp./1970

Other Books Published for the American Marketing Association

COMPARATIVE MARKETING: Wholesaling in Fifteen Countries

Edited by ROBERT BARTELS, *The Ohio State University*

329 pp./1963

MARKETING THEORY AND METATHEORY

By ROBERT BARTELS, *The Ohio State University*

309 pp./1970

THEORY IN MARKETING: Second Series

Edited by REAVIS COX, *Wharton School of Finance and Commerce, University of Pennsylvania*, the late WROE ALDERSON, and STANLEY J. SHAPIRO, *McGill University*

428 pp./1964

MARKETS AND MARKETING IN DEVELOPING ECONOMIES

Edited by REED MOYER and STANLEY C. HOLLANDER, *both of Michigan State University*

277 pp./1968

READINGS IN THE HISTORY OF AMERICAN MARKETING: Settlement to Civil War

Edited by STANLEY J. SHAPIRO, *McGill University*, and ALTON F. DOODY, *The Ohio State University*

492 pp./1968

REAL ESTATE

URBAN LAND DEVELOPMENT

By PHILIP DAVID, *the Harvard Business School*

This book of cases and readings presents a detailed study of urban land development from various managerial viewpoints, including the developer, financial institutions as investors and managers of real estate holdings, individuals considering real estate as an investment medium, government and other agencies involved in urban planning, and businessmen concerned with city planning and redevelopment. It seeks to develop a professional attitude and managerial competence in the real estate field. *Urban Land Development* can be used in advanced and graduate courses in real estate and real estate finance. 563 pp./1970

1. Investment Cases. 2. Investment—Tax Effect. 3. Development and Investment Cases. 4. Development—Government Programs. 5. Development—Government Programs—Low-Income Housing. 6. New Town Development. 7. Corporations in Real Estate.

CALIFORNIA REAL ESTATE PRACTICE

By HYMAN MAXWELL BERSTON, *City College of San Francisco* and licensed Real Estate Broker

A non-legalistic "how-to" approach increases the teachability of this introductory text for the student of real estate, the practitioner, and the general public. Its broad coverage provides an excellent basic background for advanced study in the California Certificate Programs. Practice forms included. Teacher's Manual. 286 pp./1968

1. The Real Estate Business. 2. The Real Estate Office. 3. Listing and Prospecting. 4. Selling and Marketing Techniques. 5. The Offer and the Deposit Receipt. 6. Advertising. 7. Financing Real Estate. 8. Closing and Escrow Procedure. 9. Land Description and Title Insurance. 10. General Taxation and Real Estate. 11. Income Tax and Real Estate. 12. Property Management and Leasing. 13. Appraisal and Valuation of Real Property. 14. Property Insurance. 15. Basic Mathematics Review. 16. Real Estate Mathematics. 17. Business Opportunities Brokerage. 18. Public Sales of Real Property. 19. Real Estate Exchanges and Trade-In Programs.

★CALIFORNIA REAL ESTATE PRINCIPLES

By HYMAN MAXWELL BERSTON

Written in a manner that the licensee, layman, or student is able to understand, this text presents all of the material necessary for those who wish a basic understanding of real estate in California as well as for those who wish to obtain a real estate license from the California Department of Real Estate. It contains illustrations and explanation of all of the real estate forms commonly used in the state and covers material set forth in the California Department of Real Estate's Master Outline of Examination Subject Material. About 400 pp./1971

1. The Nature of Real Property. 2. Titles and Estates. 3. Acquisition and Transfer of Real Property. 4. Principal Instruments of Transfer—Deeds. 5. Liens and Encumbrances. 6. Rights and Duties Accompanying Ownership. 7. Agency and the Real Estate Licensee. 8. Elements of Contracts. 9. Real Estate Contracts. 10. Landlord and Tenant. 11. Real Estate Mathematics. 12. Real Estate Finance—Instruments of Finance. 13. Real Estate Finance—Sources of Funds. 14. Appraisal and Valuation of Real Property. 15. Escrow and Title Insurance. 16. Taxation of Real Property. 17. Income Tax and Real Estate. 18. Governmental Controls. 19. Land Development and Subdivisions. 20. Department of Real Estate, Laws, Licensing, Education, and Trade and Professional Associations. 21. Real Estate Brokerage. 22. Property Insurance.

APPRAISAL PRINCIPLES AND PROCEDURES

By HENRY A. BABCOCK, *Real Estate Consultant*

This unique treatise is designed for the basic college course in property appraisal. Its design is to develop the principles and methods which apply to all classes of property in the business, financial, insurance, governmental, and legal spheres. 315 pp./1968

1. Applications of Appraisal Principles and Procedures. 2. The Appraisal Profession. 3. The Meaning of Property. 4. Creation and Production of Whole Properties and Transfer of Ownership. 5. Classification of Properties for Valuation Purposes. 6. Concepts, Characteristics, and Measurement of Property Value. 7. Kinds of Cost Estimates and Values Involved in Property Appraisals. 8. Appraisal Procedures, Principles, Methodology, and Technology.

STATISTICS

REAL ESTATE FINANCE, Fourth Edition

By HENRY E. HOAGLAND and LEO D. STONE, both of *The Ohio State University*

Numerous new trends and developments of the middle 1960's make this revision desirable. Sweeping revisions in the federal housing program, particularly as effected by the Housing and Urban Development Act of 1968, have been taken into account. The new legislation forces a whole new look at the federal government loan and credit programs, especially in the areas of secondary markets, urban renewal, new community development, and direct assistance. Techniques for equity participation by institutions are treated in light of their recent rise to importance in the tight money market. Recent statistics are used. 646 pp./1969

1. Introduction. 2. Legal Nature of Real Estate Mortgages. 3. Kinds of Mortgages. 4. Mortgage Default and Its Consequences. 5. Mortgage Adjustments. 6. Junior Liens. 7. Real Estate Bonds, Investment Trusts, and Cooperatives. 8. Land Contracts. 9. Financing Long-Term Leases. 10. Purchase and Lease-Back. 11. Savings and Loan Associations. 12. Savings and Loan Associations (cont.) 13. Financing of Real Estate by Banks. 14. Financing of Real Estate by Life Insurance Companies.

15. Mortgage Banking. 16. Miscellaneous Sources of Real Estate Finance. 17. Loan Applications. 18. Appraisal for Financing Purposes. 19. Title Analysis for Financing Purposes. 20. Mortgage Loan Servicing. 21. Financing subdivisions and Development Projects. 22. Financing Farms. 23. Federal Home Loan Bank System. 24. Affiliates of Federal Home Loan Bank System. 25. Federal Housing Administration. 26. Financing Homes for Veterans. 27. Secondary Mortgage Markets. 28. The Federal National Mortgage Association. 29. Government Financing of Real Estate.

LAW OF THE REAL ESTATE BUSINESS, Revised Edition

By HAROLD F. LUSK, S.J.D., Professor Emeritus, *Indiana University*

All phases of the legal aspects of the real estate business, including brokerage, appraising, financing, and building are covered in this Revised Edition. Designed for use as a basic text for one-semester courses in real estate law, it can also be used as a supplement in basic business law and real estate courses. Teacher's Manual. 509 pp./1965

STATISTICS

STATISTICAL ANALYSIS FOR BUSINESS DECISIONS

By WILLIAM A. SPURR and CHARLES P. BONINI, both of *Stanford University*

The role of quantitative analysis in business and economics has expanded tremendously in recent years. New statistical techniques have sprung from probability theory, operations research and decision theory, while computers have provided an effective catalyst to their widespread adoption. *Statistical Analysis for Business Decisions* was written with this wide diversity of subject matter in mind. A broad range of topics is included from the traditional tools of analysis to the modern concepts of simulation and Bayesian decision theory; from simple graphic techniques to sophisticated topics such as survey sampling and probability models.

Since this book is planned for the general student who needs to use statistics in his chosen field of work, the principal emphasis is placed on the use of statistical methods as scientific tools in the analysis of practical business and economic

problems, rather than on theory or mathematical derivations. The material is presented as simply as possible, with a minimum of statistical jargon. Solutions Manual. 755 pp./1967

I. ANALYSIS OF BASIC DATA. 1. Statistics in Business and Economics. 2. Collection of Data. 3. Effective Use of Tables and Charts. 4. Preliminary Analysis of Data: Ratios and Frequency Distributions. 5. Averages. 6. Dispersion. II. PROBABILITY AND DECISION MAKING. 7. An Introduction to Probability Theory. 8. The Binomial, Poisson, and Normal Distributions. 9. Probabilities and Decision Making. 10. Decision Making under Uncertainty: The Value of Additional Information. III. DRAWING INFERENCES FROM SAMPLES. 11. Introduction to Statistical Inference. 12. Tests of Hypotheses. 13. Inferences Involving Small Samples and Proportions. 14. Sample Survey Methods. IV. REVISING DECISIONS FROM SAMPLE EVIDENCE. 15. Bayes' Theorem: Revising Probabilities. 16. Bayes' Theorem for Normal Distributions. 17. Probability Models and Decision Making. V. MEASURING AND FORECASTING BUSINESS CHANGES. 18. Index Numbers. 19. Time Series Analysis: Secular Trend. 20. Seasonal Variation. 21. Cyclical and Irregular Fluctuations. VI. ANALYZING RELATIONSHIPS FOR PREDICTION AND CONTROL. 22. Simple Correlation and Regression. 23. Multiple Correlation

and Regression. 24. Curvilinear and Time Series Regression. 25. Statistical Quality Control. Appendixes.

QUALITY CONTROL AND INDUSTRIAL STATISTICS, Third Edition

By ACHESON J. DUNCAN, *The Johns Hopkins University*

This popular text has been thoroughly revised to bring it in line with all recent developments in the field. Suitable for both full-year and one-semester courses in Statistical Control, Industrial Statistics, and Elementary Statistics for Engineers, it offers a thorough treatment of those parts of statistical theory which are especially applicable to quality procedures and industrial research.

Written in an informal classroom style, *Quality Control and Industrial Statistics* makes clear to the student the "why" as well as the "how" of current statistical control procedures. In reviewing the fundamentals of probability and statistical theory, the book discusses the meaning of probability, the analysis of frequency distributions, and sampling theory. Solutions Manual. 1012 pp./1965

PART I. Fundamentals. PART II. Lot Acceptance Sampling Plans. PART III. Rectifying Inspection. PART IV. Control Charts. PART V. Some Statistics Useful in Industrial Research. Appendixes.

STATISTICS FOR BUSINESS DECISIONS

By ERNEST KURNOW, GERALD J. GLASSER, and FREDERICK R. OTTMAN, *Professor Emeritus, all of New York University*

534 pp./1959

STATISTICAL SELECTION OF BUSINESS STRATEGIES

By JOHN FORESTER, *Management Consultant, and Lecturer, California State College at Long Beach*

The major subject of this text is the application of Bayesian statistics to business problems, otherwise referred to as "Decision Theory." Its purpose is to teach business students how to solve business problems in the field of decision theory by the most efficient means. There are five outstanding features of this volume: 1. It covers a greater variety of decision theory problem types than has ever been put in one book before. 2. The criterion of value used throughout, i.e., "results," is that of profit or loss—terms and concepts

BASIC STATISTICS, Third Edition

By DICK A. LEABO, *University of Michigan*

The basic objective of this Third Edition is to present an introduction to statistical methods for students in business administration and economics; an understanding of elementary algebra is a requisite. The book has been extensively reorganized to emphasize the importance of probability theory, sampling theory, and statistical inference, rather than the traditional descriptive statistics. Reorganization also allows a good deal of flexibility in classroom use since instructors may vary the chapters they desire to teach from depending on the length of their course and its emphasis. Solutions manual. 583 pp./1968

PART I. FUNDAMENTALS FOR ANALYSIS. 1. Introduction. 2. Introduction to Sampling Theory. 3. Frequency Distributions: Nature and Construction. 4. Frequency Distributions: Measures of Central Position. 5. Frequency Distributions: Measures of Dispersion. PART II. BASIC CONCEPTS OF STATISTICAL INFERENCE. 6. Introduction to Probability Theory. 7. Probability Distributions. 8. Estimation of Parameters. 9. Statistical Decision Theory: Test of Hypotheses. 10. Operating Characteristic Curves: Power Functions. PART III. MEASURING ECONOMIC CHANGES. 11. Index Numbers. 12. Time Series Analysis. PART IV. ADDITION TOPICS OF STATISTICAL INFERENCE. 13. Simple Linear Correlation and Regression Analysis. 14. Introduction to Multiple and Partial Correlation and Regression Analysis. 15. Analysis of Variance. 16. Chi-Square Analysis. 17. Introduction to Bayesian Decision Theory. PART V. REPORTING RESEARCH FINDINGS. 18. Sources of Basic Data. 19. Presentation of Research Data.

WORKBOOK IN BUSINESS AND ECONOMIC STATISTICS, Fifth Edition

By LOUIS F. HAMPEL, *United Airlines, Inc.*, and DICK A. LEABO

Designed for classroom and laboratory use, this workbook contains over 200 problems of varying length and complexity, a terminology section, plus graph paper and tabular forms. Problems direct student attention to both basic economic analysis and data adapted from "real world" business situations. The Solutions Manual contains a correlation key to standard texts in statistics for each problem. 332 pp./1962

STATISTICS

familiar to business managers. 3. The solution methods have been developed from the standpoint of the industrial systems engineer: what is the easiest method of obtaining an answer from the data, after a cursory examination, to determine that it is possible and worthwhile to do so. 4. It contains a far greater number of business problems than other texts and each of these is a believable situation, not just an academic example. 5. It is written in a clear and understandable style to enable the student to learn the information in the easiest way. The book is not written for mathematicians or statisticians. While it does advance the state of the art, the art in question is not mathematics, but the art of solving business problems. Solutions manual. 228 pp./1968

STATISTICAL METHODS IN ECONOMICS

By HAROLD W. GUTHRIE, *University of Illinois*

This text teaches statistical methods within the context of economic principles and policy. The illustrative materials in this intermediate level text refer to measurements of growth and employment, the development of agriculture, programs of aid to distressed areas, the consumption function, the principle of diminishing marginal return, etc. The student is taught methods of using numerical data in an orderly and meaningful fashion. He will learn the logic of statistical inferences as applied to estimation and testing hypotheses. Nearly all of the data used is "real," and not imaginary numbers concocted for the special purpose of a particular statistical method. All discussion of statistical inference is directly related to the sampling distribution of the relevant statistic and a numerical illustration of the sampling distribution for each statistic is provided. 382 pp./1966

I. Simple Methods of Description. II. Complex Methods of Description, Changes in Variables Over Time. III. Statistical Inferences About a Single Variable. IV. Description of Relationships Between Two Variables and Statistical Inferences About Relationships. V. Errors in Sample Survey Data.

STATISTICAL TECHNIQUES IN BUSINESS AND ECONOMICS, Revised Edition

By ROBERT D. MASON, *University of Toledo*

This text is designed primarily for an introductory course in business and economic statistics. The

mathematics involved can be handled by students without extensive mathematical background. In this Revised Edition, there are two new chapters on decision making and one on multiple regression and correlation. The discussion of probability has been expanded to two chapters. In order to maintain about the same length, the first few chapters on descriptive statistics have been condensed. Over 20 computer printouts are included to illustrate the use of the computer in problem solving.

Starting with Chapter 5, numerous short problems, with answers, are included within the chapter. By solving the problems which require a minimum amount of computational effort, the student can immediately evaluate how well he has grasped the preceding concepts. In a sense, this is programmed learning applied to basic statistics. There are also unsolved problems included at the end of all chapters. A problems manual supplements the text and a solutions manual and a set of transparency masters are available to adopters. 552 pp./1970

1. Role of Statistical Methods. 2. Collection of Business and Economic Data. 3. Presentation of Data. 4. Frequency Distributions. 5. Measures of Central Tendency. 6. Measures of Dispersion and Skewness. 7. A Survey of Probability Concepts. 8. Probability Distributions. 9. An Introduction to Sampling Methods. 10. Sampling and Sampling Distributions. 11. Tests of Hypotheses. 12. An Introduction to Decision Making under Uncertainty. 13. Bayes' Theorem and Decision Making. 14. Nonparametric Statistics. 15. Statistical Quality Control. 16. Simple Regression and Correlation. 17. Multiple Regression and Correlation. 18. Indexes. 19. Time Series. 20. Seasonal and Cyclical Analysis.

PROBABILITY MODELS: With Business Applications

By ROBERT C. SHOOK, *Dalhousie University*, and HAROLD JOSEPH HIGHLAND, *State University Agricultural and Technical College at Farmingdale, N.Y.*

The purpose of this text is to provide the student with more than a superficial contact with probability models and their business applications without requiring more mathematics than algebra, presuming in addition only that the student is willing to read, and is able to think carefully. This purpose is accomplished by limiting the development of results to models having discrete sample or state spaces, by obtaining the models for random events in continuous time directly from those for random events in discrete time, and, in those few cases where a small amount of

TRANSPORTATION

mathematics beyond algebra is needed, by developing it on the spot. The student will develop, through classroom experience, a habit of thinking about uncertain situations, which will be appropriate to all situations where uncertainty is involved. Solutions Manual. 609 pp./1969

I. A PROBABILITY MODEL IS DEVELOPED FROM INTUITION ABOUT ODDS. 1. When Action Must Be Taken Now. 2. The Elementary Probability Model. 3. When More Information Can Be Obtained: Decision Problems Involving Compound Experiments. 4. Simulation Models. II. RANDOM VARIABLE MODELS. 5. The Random Variable Model. 6. The Random Event Model: Discrete Time. 7. The Random Event Model: Continuous Time. 8. Random Sampling Models. III. RANDOM PROCESS MODELS. 9. Description of a Random Process. 10. Generating Functions. 11. Compound Distribution and Branching Processes. 12. The Renewal Process.

STATISTICAL METHODS FOR DECISION MAKING

By WILLIAM A. CHANCE, *University of Missouri, Kansas City*

This basic text for introductory or intermediate business and economic statistics courses at the undergraduate level is built around the goal of providing techniques for decision making under conditions of uncertainty. Probability is introduced as a useful index of levels of uncertainty. It achieves a very strong sense of unity in the way the material is presented. The fundamental value of statistical methods as a tool for decision making is introduced early, and is continually emphasized and reinforced throughout the book. The final chapter effectively pulls these ideas together so as to persuade the student of the

immediate value of the procedures and concepts he has learned. Peripherally, but importantly, the computer appendix allows the instructor to both free the student of much "busy work" and to emphasize the value of the computer in statistical analysis. Solutions Manual. 453 pp./1969

1. Probability and Uncertainty. 2. Tests of Hypotheses, Part One. 3. Random Variables and Probability Distributions. 4. The Binomial Distribution and the Normal Distribution. 5. Samples, Frequency Distributions, and Sampling Distributions. 6. Tests of Hypotheses, Part Two. 7. Estimation Procedures. 8. Fitting a Probability Distribution to a Set of Data: The Normal Distribution, an Example. 9. Simulation, Monte Carlo Methods. 10. Some Elements of Statistical Decision Theory. Appendix.

PLAID for BUSINESS AND ECONOMIC STATISTICS*

By ROBERT D. MASON, *The University of Toledo*. Coordinating Editor: ROGER H. HERMANSON, *The University of Maryland*

A supplement for courses in introduction to statistics, this PLAID is also applicable in areas of statistical methods, social sciences, education, engineering, marketing, accounting, and related fields. It uses a linear (fill in the blanks) format of programming. A distinctive feature of this book is the Final Self-Review Examination, including answers, found at the end of each chapter. There is also a glossary of terms and formulas in appendices and a topical outline of course content as contained in basic books in this field. 164 pp./Paperbound/1970

Published by Learning Systems Company

TRANSPORTATION

COMMERCIAL MOTOR TRANSPORTATION, Fourth Edition

By CHARLES A. TAFF, *University of Maryland*

In this Fourth Edition of *Commercial Motor Transportation*, the need for analysis of resource allocation in the highway field, possible changes in financing, highway classification, apportionment formulas, and priorities in future highway development are emphasized.

The significance of the changes in our highway planning during the 1960's is presented, with

particular attention being given to the social and urban aspects of highway and automotive development. Some of the major problems that are associated with motor transportation, such as noise, air pollution, congestion, and safety, are discussed. 508 pp./1969

1. Motor Transportation. 2. Highways. 3. Highway Financing. 4. Equipment. 5. Types of Operations. 6. Local and Specialized Carriers. 7. Economics of Motor Transportation. 8. Financing Motor Carrier Operations. 9. Organization and Operations. 10. Labor Relations. 11. Terminal Operations. 12. Claims. 13. Insurance. 14. Motor Freight Classification. 15. Rates. 16. Selling,

TRANSPORTATION

Advertising, and Public Relations. 17. Regulation of Motor Carriers. 18. Commission Policy—Operating Authority and Mergers. 19. Intercity Passenger Operations. 20. Urban Mass Transit. Bibliography. Index.

MANAGEMENT OF TRAFFIC AND PHYSICAL DISTRIBUTION, Fourth Edition

By CHARLES A. TAFF, *University of Maryland*

In focusing upon all of the components of physical distribution management, this text not only relates the expanding role of the manager himself but also considers such analytical tools as simulation models and linear programming which aid him in problem solving. Since a fundamental understanding of the facets of traffic and transportation provide a logical basis for the integration of physical distribution function, this text's sophisticated approach is an invaluable guide to successful management.

The Fourth Edition of this widely adopted text emphasizes management's utilization of media selection, rate negotiations, capital equipment commitments, private transport operations, and special transport services. It discusses the impact of institutional constraints of federal transport policy and programs, and examines the means of facilitating international distribution. 532 pp./1968

1. Conceptual Framework. 2. Organizational Structure. 3. Management and Analytical Methods. 4. The Transportation System. 5. Inventory Control. 6. Warehousing. 7. Material Handling and Packaging. 8. Locational Factors. 9. Classification. 10. The Effect of Rates on Physical Distribution. 11. Tariffs and Rate Formulation. 12. Routing. 13. Document Processing. 14. Special Transport Services. 15. Terminal Services, Demurrage and Detention. 16. Carrier Liability. 17. Private Transport Operations. 18. Federal Transport Policy and Programs. 19. Facilitating International Distribution.

ECONOMICS OF TRANSPORTATION, Sixth Edition

By D. PHILIP LOCKLIN, *Professor Emeritus, University of Illinois*

Economics of Transportation continues to meet the need for a broad economic study of all forms of transportation, dealing not only with internal characteristics of the industry, but also with its role in the economic life of present-day America. It is well suited for basic text use for courses of either one or two semesters. The Sixth Edition brings the factual material up to date, notes

significant developments in the industry, and shows changes in public policy as they are reflected in new legislation, in decisions of the regulatory bodies, and in decisions of the courts. In general, the outline of the previous editions has been preserved, with expansion in some areas, condensations or deletion in others, and careful reexamination of all areas. 894 pp./1966

1. Economic Significance of Improved Transportation. 2. The Transportation System of the United States. 3. Freight Rates and the Location of Industries and Market Centers. 5. Before Railroads. 6. The Era of Railroad Building. 7. The Railroad System of the United States. 8. The Theory of Railroad Rates. 9. Railroad Rate Structures. 10. Beginning of Railroad Regulation. 11. Federal Legislation, 1887-1920. 12. The Transportation Act of 1920. 13. Railroad Legislation since 1920. 14. The Agencies of Control. 15. Railroad Competition and its Control. 16. The Railroad Rate Level. 17. Fair Value and Rate of Return. 18. The Weak-and-Strong-Road Problem. 19. Reasonableness of Rates on Particular Commodities. 20. Reasonableness of Rates Between Particular Points. 21. Personal Discrimination. 22. Long-and-Short-Haul Discrimination. 23. Discrimination Between Places and Commodities. 24. Railroad Accounts and Accounting Regulation. 25. Railroad Finance and Financial Regulation. 26. Railroad Service and Service Regulation. 27. Government Ownership and Operation of Railroads. 28. Pipelines. 29. Highway and Highway Finance. 30. Highway Transportation. 31. Development of Motor-Carrier Regulation. 32. Problems and Policies in Motor-Carrier Regulation. 33. Water Transportation. 34. Regulation of Water Transportation. 35. Air Transportation. 36. Regulation of Air Transportation. 37. Transport Coordination and Interagency Competition. 38. Transport Coordination and Interagency Competition (cont'd).

TRANSPORTATION: Economics and Public Policy, Revised Edition

By DUDLEY F. PEGRUM, *Professor Emeritus, U.C.L.A.*

Emphasis throughout this volume is on the application of economic principles to transportation and its problems. In the past, theory as applied to transportation has lagged behind description, details of operation, and regulation. This text presents a *unified* picture of the industry including major issues of national policy, the functions of the various industry agencies, and regulation and its administration. Every chapter of the original edition has been revised to offer the most up-to-date information on practices, policies, and problems. The design is for one or two-semester courses in economics of transportation, national transport policy, and traffic management. 700 pp./1968

LEARNING SYSTEMS COMPANY

PART I. THE TRANSPORT SYSTEM. 1. Transportation and the Economy. 2. Elements of a Modern Transport System. 3. Development of Transportation in the United States. 4. Transport Geography. 5. Transport Services. PART II. ECONOMICS OF TRANSPORT PRICING. 6. The Economic Structure of Transport. 7. The Theory of Pricing. 8. Theory of Pricing for Transport. 9. The General Level of Rates. 10. Rate-Making in Practice. PART III. THE REGULATION OF TRANSPORT. 11. The Agencies of Regulation. 12. The Foundations of Transport Regulation. 13. Railroad Regulation since World

War I. 14. The Regulation of Motor Transport. 15. Regulation of Air, Water, and Pipeline Transportation. PART IV. NATIONAL TRANSPORTATION POLICY. 16. Transportation as a National Problem. 17. Competition and Regulation in Transportation. 18. Consolidation and Integration. 19. Financing Transportation. 20. The Special Problem of Labor. 21. Regulation and Administration in Transport Policy. PART V. URBAN TRANSPORT. 22. The Urban Transportation Problem. 23. Transport Terminals. 24. Proposed Solutions to the Urban Transport Problem.

LEARNING SYSTEMS COMPANY

★HANDBOOK FOR ACHIEVING ACADEMIC SUCCESS—PLAID*

By RICHARD W. HOSTROP, Educational
Psychologist

This *Programmed Learning Aid* offers essential information required in wisely choosing a curriculum and a vocational goal. It provides extensive, practical "how-to" information and techniques for achieving highly effective learning and examination results. Also, important information for preparing speeches, daily and term papers in various subject areas is given. Techniques for improving listening, speaking, reading, writing, and thinking skills are presented. Finally, this book provides information to aid the reader with personal, academic, and financial problems. This Handbook is designed for beginning students in any of the academic disciplines. 148 pp./Paper-bound/1971

* Published by Learning Systems Company

ORIENTATION TO THE TWO-YEAR COLLEGE*

By RICHARD W. HOSTROP

This basic text, in programmed learning format, has been written to provide an up-to-date learning tool for use in two-year freshmen orientation classes. It offers the basic information needed to answer recurring questions and provides suggested solutions to the perennial problems faced by students, teachers, and administrators in two-year colleges. In addition to its use as a basic text, *Orientation to the Two-Year College* can also be used effectively in such courses as applied psychology, developmental education, learning and adjustment to college, mental hygiene, psychology of personal and social adjustment, and vocational-educational planning. 217 pp./1970

* Published by Learning Systems Company

IRWIN PAPERBACKS

For your convenience, we include this complete list of Irwin paperbacks. For a more detailed description of any book, please turn to the page indicated.

ACCOUNTING

Page

<i>Schafer</i> : ELEMENTS OF INCOME TAX—INDIVIDUAL	15
<i>Smith</i> : UNDERSTANDING AND USING THE FEDERAL INCOME TAX LAW	15
<i>Solomons</i> : DIVISIONAL PERFORMANCE: Measurement and Control	10
<i>Staubus</i> : ACTIVITY COSTING AND INPUT-OUTPUT ACCOUNTING	6

BUSINESS COMMUNICATION

<i>Keithley and Thompson</i> : ENGLISH FOR MODERN BUSINESS	18
--	----

BUSINESS LAW

<i>Ganong and Pearce</i> : LAW AND SOCIETY	20
--	----

BUSINESS MATHEMATICS

<i>Hanna and Saber</i> : SETS AND LOGIC	24
<i>Springer, Herlihy, and Beggs</i> : BASIC MATHEMATICS	23
<i>Springer, Herlihy, and Beggs</i> : ADVANCED METHODS AND MODELS	23
<i>Springer, Herlihy, Mall, and Beggs</i> : STATISTICAL INFERENCES	24
<i>Springer, Herlihy, Mall, and Beggs</i> : PROBABILISTIC MODELS	24

COMPUTER SCIENCE AND INFORMATION PROCESSING

<i>Couger and Shannon</i> : FORTRAN IV: A Programmed Instruction Approach	26
<i>Ford</i> : BASIC FORTRAN IV PROGRAMMING	12, 26
<i>McCameron</i> : FORTRAN IV	27
<i>McCameron</i> : FORTRAN LOGIC AND PROGRAMMING	27
<i>McCameron</i> : COBOL LOGIC AND PROGRAMMING, Revised Edition	27
<i>Williams, Deskins, and Fuhrmann</i> : INFORMATION PROCESSING SIMULATION MODEL	10
<i>Wohl and D'Angelico</i> : CASE STUDIES OF BUSINESS DATA PROCESSING SYSTEMS, Rev. Ed. .	9
<i>Wohl</i> : THE USE OF GENERALIZED "PACKAGED" COMPUTER PROGRAMS	10

ECONOMICS

<i>Ames</i> : SOVIET ECONOMIC PROCESSES	46
<i>Bornstein and Fusfeld</i> : THE SOVIET ECONOMY, Third Edition	46
<i>Chamberlain</i> : CONTEMPORARY ECONOMIC ISSUES	33
<i>Chisholm and Whitaker</i> : FORECASTING METHODS	35
<i>Drummond</i> : THE CANADIAN ECONOMY	33
<i>Gallaway</i> : MANPOWER ECONOMICS: The American Labor Market in Action	46
<i>Higgins</i> : U.N. AND U.S. FOREIGN ECONOMIC POLICY	44
<i>Peterson</i> : PRINCIPLES OF ECONOMICS (2 Volumes)	31
<i>Petit</i> : FREEDOM IN THE AMERICAN ECONOMY	36
<i>Rowan and Northrup</i> : READINGS IN LABOR ECONOMICS AND LABOR RELATIONS	47
<i>Schoen and Hilgert</i> : CASES IN COLLECTIVE BARGAINING AND INDUSTRIAL RELATIONS: A Decisional Approach	47, 93
<i>Smith and Teigen</i> : READINGS IN MONEY, NATIONAL INCOME, AND STABILIZATION POLICY, Revised Edition	36
<i>Sprinkel</i> : MONEY AND MARKETS: A Monetarist View	36
<i>Stelzer</i> : SELECTED ANTITRUST CASES, Third Edition	43

FINANCE

Page

<i>Gies and Apilado: BANKING MARKETS AND FINANCIAL INSTITUTIONS</i>	54
<i>Helfert: TECHNIQUES OF FINANCIAL ANALYSIS, Revised Edition</i>	59
<i>Mauriello: ACCOUNTING FOR THE FINANCIAL ANALYST</i>	60
<i>Shade: COMMON STOCKS: A Plan For Intelligent Investing</i>	56

MANAGEMENT: ADMINISTRATION AND ORGANIZATIONAL BEHAVIOR

<i>Cummings and Scott: READINGS IN ORGANIZATIONAL BEHAVIOR AND HUMAN PERFORMANCE</i>	72
<i>Dalton and Lawrence with Greiner: ORGANIZATIONAL CHANGE AND DEVELOPMENT</i>	72
<i>Dalton and Lawrence with Lorsch: ORGANIZATIONAL STRUCTURE AND DESIGN</i>	71
<i>Dalton and Lawrence: MOTIVATION AND CONTROL IN ORGANIZATIONS</i>	71
<i>Lawrence and Lorsch: ORGANIZATION AND ENVIRONMENT: Managing Differentiation and Integration</i>	70
<i>Learned and Sproat: ORGANIZATION THEORY AND POLICY: Notes for Analysis</i>	71
<i>Maslow: EUPSYCHIAN MANAGEMENT</i>	74
<i>O'Connell: MANAGING ORGANIZATIONAL INNOVATION</i>	75
<i>Price: ORGANIZATIONAL EFFECTIVENESS: An Inventory of Propositions</i>	74

MANAGEMENT AND MANAGEMENT SCIENCE

<i>Bracken and Christenson: TABLES FOR USE IN ANALYZING BUSINESS DECISIONS</i>	79
<i>Champion and Bridges: CRITICAL INCIDENTS IN MANAGEMENT, Revised Edition</i>	78
<i>Farmer: INCIDENTS IN INTERNATIONAL BUSINESS</i>	81
<i>Groff and Muth: OPERATIONS MANAGEMENT: Selected Readings</i>	96
<i>Henshaw and Jackson: THE EXECUTIVE GAME</i>	82
<i>Schoen and Hilgert: CASES IN COLLECTIVE BARGAINING AND INDUSTRIAL RELATIONS</i>	47
<i>Skinner and Rogers: MANUFACTURING POLICY IN THE PLASTICS INDUSTRY, 3rd Ed.</i>	83
<i>Skinner and Rogers: MANUFACTURING POLICY IN THE FURNITURE INDUSTRY, 3d Ed.</i>	83
<i>Skinner and Rogers: MANUFACTURING POLICY IN THE ELECTRONICS INDUSTRY, 3rd Ed.</i>	83
<i>Skinner and Rogers: MANUFACTURING POLICY IN THE OIL INDUSTRY, 3rd Ed.</i>	83
<i>Skinner and Rogers: MANUFACTURING POLICY IN THE STEEL INDUSTRY, 3rd Ed.</i>	83
<i>Skinner and Rogers: MANUFACTURING POLICY IN THE TEXTILE INDUSTRY, 3rd Ed.</i>	83
<i>Stockton: INTRODUCTION TO LINEAR PROGRAMMING</i>	93
<i>Timms: THE IRWIN SERIES IN OPERATIONS MANAGEMENT</i>	88

MARKETING

<i>Alderson, Terpstra, and Shapiro: PATENTS AND PROGRESS</i>	102
<i>AMERICAN MARKETING ASSOCIATION REPRINT SERIES</i>	112
<i>Barban and Sandage: READINGS IN ADVERTISING AND PROMOTION STRATEGY</i>	109
<i>Boyd and Davis: READINGS IN SALES MANAGEMENT</i>	107
<i>Dirksen, Kroeger, and Lockley: READINGS IN MARKETING, Revised Edition</i>	100
<i>Engel, Talarzyk, and Larson: CASES IN PROMOTIONAL STRATEGY</i>	109
<i>Lynn: PRICE POLICIES AND MARKETING MANAGEMENT</i>	104
<i>McGregor and Chakonas: RETAIL MANAGEMENT PROBLEMS, Fourth Edition</i>	106
<i>Moller and Wilemon: MARKETING CHANNELS: A Systems Viewpoint</i>	105
<i>Tritt and Harris: SALES MANAGEMENT ORGANIZATION GAME</i>	108

LEARNING SYSTEMS COMPANY

Index and Price List

LEARNING SYSTEMS COMPANY A Division of Richard D. Irwin, Inc.

Programmed Learning Aid Series (PLAID)

ACCOUNTING

	Page	Price
<i>Pyle</i> : ELEMENTARY ACCOUNTING (2 Volumes).....	16	\$2.95 ea.
<i>Welsch</i> : INTERMEDIATE ACCOUNTING (2 Volumes)	16	2.95 ea.
<i>Anthony</i> : MANAGEMENT ACCOUNTING	16	2.95

BUSINESS LAW

<i>Barnes</i> : BUSINESS LAW	20	2.95
------------------------------------	----	------

BUSINESS MATHEMATICS

<i>Mason</i> : COLLEGE MATHEMATICS	24	2.95 t
<i>Martin</i> : BASIC ALGEBRA	24	2.95

COMPUTER SCIENCE AND INFORMATION PROCESSING

<i>Elliott</i> : INTRODUCTION TO DATA PROCESSING	29	2.95
<i>Cougar and Shannon</i> : FORTRAN: A Beginner's Approach	29	2.95 t

ECONOMICS

<i>Reynolds</i> : PRINCIPLES OF ECONOMICS (2 Volumes)	48	2.95 ea. t
---	----	------------

MANAGEMENT AND MANAGEMENT SCIENCE

<i>Terry</i> : PRINCIPLES OF MANAGEMENT	97	2.95
<i>Perlick</i> : INTRODUCTION TO BUSINESS	97	2.95

MARKETING

<i>Ryan</i> : PRINCIPLES OF MARKETING	111	2.95 t
<i>Duncan</i> : RETAILING: Modern Concepts and Practices	111	3.25

STATISTICS

<i>Mason</i> : BUSINESS AND ECONOMIC STATISTICS	117	2.95
---	-----	------

GENERAL

<i>Hostrop</i> : HANDBOOK FOR ACHIEVING ACADEMIC SUCCESS	119	2.95
<i>Hostrop</i> : ORIENTATION TO THE TWO-YEAR COLLEGE	119	3.95

t—tentative

COMPLETE INDEX AND PRICE LIST

(Please refer to Code Numbers when ordering books)

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
A			
03-900-1	<i>Aaron</i> , LEGAL STATUS OF EMPLOYEE BENEFIT RIGHTS UNDER PRIVATE PENSION PLANS (1961).....	69	\$ 6.00
	Aguilar—see Learned, Aguilar, and Valtz		
	Albaum—see Miracle and Albaum		
09-005-1	<i>Alderson and Green</i> , PLANNING AND PROBLEM SOLVING IN MARKETING (1964).....	101	12.50
09-024-1	<i>Alderson, Terpstra, and Shapiro</i> , PATENTS AND PROGRESS (1965).....	102	5.50p
	Alderson—see Cox, Alderson, and Shapiro		
09-004-1	<i>Alexander and Berg</i> , DYNAMIC MANAGEMENT IN MARKETING (1965).....		11.50
09-012-3	<i>Alexander, Cross, and Hill</i> , INDUSTRIAL MARKETING, 3rd Ed. (1967).....		11.95
	Allen—see Melone and Allen		
05-014-1	<i>American Economic Association</i> , INDEX OF ECONOMIC JOURNALS, Volumes I-IX.....	49	49.50*
09-014-1	<i>American Economic Association</i> , INDEX OF ECONOMIC ARTICLES, Volume VII-A (1969).....	49	5.50
05-019-1	<i>Ames</i> , SOVIET ECONOMIC PROCESSES (1965).....	46	5.25p
08-013-2	<i>Ammer</i> , MATERIALS MANAGEMENT, Rev. Ed. (1968).....	87	11.50
05-018-2	<i>Anderson, Gitlow, and Diamond</i> , GENERAL ECONOMICS: A BOOK OF READINGS, Rev. Ed. (1963).....		6.95p
01-008-2	<i>Anderson and Schmidt</i> , PRACTICAL CONTROLLERSHIP, Rev. Ed. (1961)....	14	12.95
	Anderson—see Wilkinson, Menning, and Anderson		
	Andrews—see Hunt and Andrews		
	Andrews—see Learned, Christensen, and Andrews		
	Andrews—see Learned, Christensen, Andrews, and Guth		
01-017-4	<i>Anthony</i> , MANAGEMENT ACCOUNTING: TEXT AND CASES, 4th Ed. (1970)...	5	11.50
01-002-2	<i>Anthony</i> , MANAGEMENT ACCOUNTING PRINCIPLES, Rev. Ed. (1970).....	5	8.95
01-006-1	<i>Anthony, Dearden, and Vancil</i> , MANAGEMENT CONTROL SYSTEMS (1965)...	12	12.50
08-742-1	<i>Anthony and Hekimian</i> , OPERATIONS COST CONTROL (1967).....	90	3.95p
	Apilado—see Gies and Apilado		

*\$5.50 per volume

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
	Applebaum—see Brown, Applebaum, and Salmon		
	Applebaum—see McNair, Applebaum, and Salmon		
31-618-3	<i>Arena and Porter</i> , REVIEW GUIDE AND WORKBOOK TO ACCOMPANY REYNOLDS' ECONOMICS, 3rd Ed. (1969)	33	4.75p
08-016-1	<i>Argyris</i> , INTERPERSONAL COMPETENCE AND ORGANIZATIONAL EFFECTIVENESS (1962)	73	9.50
08-022-1	<i>Argyris</i> , ORGANIZATION AND INNOVATION (1965)	72	9.50
05-015-1	<i>Arrow and Scitovsky</i> , READINGS IN WELFARE ECONOMICS (1969)	50	9.50
03-020-1	<i>Athearn</i> , GENERAL INSURANCE AGENCY MANAGEMENT (1965)	65	10.50

B

04-041-1	<i>Babcock</i> , APPRAISAL PRINCIPLES AND PROCEDURES (1968)	113	9.00
05-045-1	<i>Baer</i> , INDUSTRIALIZATION AND ECONOMIC DEVELOPMENT IN BRAZIL (1965)	49	8.50
	Bailey—see Orth, Bailey, and Wolek		
05-077-1	<i>Balassa</i> , TRADE PROSPECTS FOR DEVELOPING COUNTRIES (1964)	49	9.50
	Baldwin—see Niebel and Baldwin		
09-050-1	<i>Barban and Sandage</i> , READINGS IN ADVERTISING AND PROMOTION STRATEGY (1968)	109	5.50p
	Barnes—see Lusk, Hewitt, Donnell, and Barnes		
	Barngrover—see Melnyk and Barngrover		
01-027-2	<i>Barr and Grinaker</i> , SHORT AUDIT CASE, Rev. Ed. (1970)	9	7.50p
	Barr—see Grinaker and Barr		
09-070-1	<i>Bartels (Editor)</i> , COMPARATIVE MARKETING (1963)	112	9.50
09-060-1	<i>Bartels</i> , THE DEVELOPMENT OF MARKETING THOUGHT (1962)		9.95
09-083-1	<i>Bartels</i> , MARKETING THEORY AND METATHEORY (1970)	112	8.95
40-601-1	<i>Baughn and Walker</i> , THE BANKERS' HANDBOOK (1966)		14.80
08-075-1	<i>Baumgartner</i> , PROJECT MANAGEMENT (1963)	88	6.95
01-026-1	<i>Baxter and Davidson</i> , STUDIES IN ACCOUNTING THEORY (1962)		11.50
	Beadles—see Greider and Beadles		
05-061-3	<i>Beal and Wickersham</i> , THE PRACTICE OF COLLECTIVE BARGAINING, 3rd Ed. (1967)	47, 93	11.95
	Beggs—see Springer, Herlihy, and Beggs		
03-902-1	<i>Belth</i> , PARTICIPATING LIFE INSURANCE SOLD BY STOCK COMPANIES (1965)	66	6.50

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
06-032-1	<i>Beranek</i> , ANALYSIS FOR FINANCIAL DECISIONS (1963).....	54	11.95
	Berg—see Alexander and Berg		
	Berg—see Smith, Christensen, and Berg		
	Berliner—see McLarney and Berliner		
04-821-1	<i>Berston</i> , CALIFORNIA REAL ESTATE PRINCIPLES (1971).....	113	11.50
04-051-1	<i>Berston</i> , CALIFORNIA REAL ESTATE PRACTICE (1968).....	113	11.50
03-903-1	<i>Bickelhaupt</i> , TRANSITION TO MULTIPLE-LINE INSURANCE COMPANIES (1961).....	67	6.50
03-040-8	<i>Bickelhaupt and Mägee</i> , GENERAL INSURANCE, 8th Ed. (1970).....	61	10.95
08-079-3	<i>Bierman, Bonini, and Hausman</i> , QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS, 3rd Ed. (1969).....	22	11.95
03-043-1	<i>Black, Keir, and Surrey</i> , CASES IN LIFE INSURANCE (1965).....	63	8.95
05-036-2	<i>Blaug</i> , ECONOMIC THEORY IN RETROSPECT, Rev. Ed. (1968).....	37	11.95
05-078-6	<i>Bloom and Northrup</i> , ECONOMICS OF LABOR RELATIONS, 6th Ed. (1969)..	46	11.50
	Bloom—see Northrup and Bloom		
	Bonini—see Bierman, Bonini, and Hausman		
	Bonini—see Spurr and Bonini		
09-044-2	<i>Borden and Marshall</i> , ADVERTISING MANAGEMENT, Rev. Ed. (1959).....	111	13.95
05-029-2	<i>Bornstein</i> , COMPARATIVE ECONOMIC SYSTEMS: MODELS AND CASES, Rev. Ed. (1969).....	45	9.50
05-065-3	<i>Bornstein and Fusfeld</i> , THE SOVIET ECONOMY, 3rd Ed. (1970).....	46	5.95p
	Boulding—see Stigler and Boulding		
10-069-2	<i>Bowen</i> , MATHEMATICS: WITH APPLICATIONS IN MANAGEMENT AND ECONOMICS, Rev. Ed. (1967).....	22	11.50
08-048-3	<i>Bowman and Fetter</i> , ANALYSIS FOR PRODUCTION AND OPERATIONS MANAGEMENT, 3rd Ed. (1967).....	95	12.50
06-081-3	<i>Bowyer</i> , INVESTMENT ANALYSIS AND MANAGEMENT, 3rd Ed. (1966).....	54	10.50
09-058-2	<i>Boyd and Clewett</i> , CONTEMPORARY AMERICAN MARKETING, Rev. Ed. (1962).....		8.50
09-823-1	<i>Boyd and Davis</i> , MARKETING MANAGEMENT CASEBOOK (1971).....	100	In Press
09-039-1	<i>Boyd and Davis</i> , READINGS IN SALES MANAGEMENT (1970).....	107	6.50p
09-059-1	<i>Boyd and Newman</i> , ADVERTISING MANAGEMENT: SELECTED READINGS (1965).....	110	9.50
09-053-2	<i>Boyd and Westfall</i> , MARKETING RESEARCH, Rev. Ed. (1964).....	101	12.50
	Boyd—see Clewett, Westfall, and Boyd		

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
	Boyd — see O'Neil, Farwell, and Boyd		
	Boyd — see Westfall and Boyd		
08-035-1	<i>Bracken and Christenson</i> , TABLES FOR USE IN ANALYZING BUSINESS DECISIONS (1965)	79	10.00p
03-054-1	<i>Brainard</i> , AUTOMOBILE INSURANCE (1961)	64	11.50
05-038-1	<i>Brandis</i> , PRINCIPLES OF ECONOMICS (1968)	32	10.50
05-063-2	<i>Brandis</i> , ECONOMICS: PRINCIPLES AND POLICY, Rev. Ed. (1963)		7.95
08-074-1	<i>Brandt and Daugherty</i> , CONFLICT AND COOPERATION (1967)	93	9.50
	Bridges — see Champion and Bridges		
08-071-1	<i>Bright</i> , RESEARCH, DEVELOPMENT, AND TECHNOLOGICAL INNOVATION (1964)	82	12.95
03-905-1	<i>Bronson</i> , CONCEPTS OF ACTUARIAL SOUNDNESS IN PENSION PLANS (1957)	69	6.00
08-047-2	<i>Broom</i> , PRODUCTION MANAGEMENT, Rev. Ed. (1967)	85	11.50
09-028-1	<i>Brown, Applebaum, and Salmon</i> , STRATEGY PROBLEMS OF MASS RETAILERS AND WHOLESALERS (1970)	107	12.00
05-082-3	<i>Buchanan</i> , THE PUBLIC FINANCES, 3rd Ed. (1970)	41	10.95
08-030-1	<i>Buffa</i> , PRODUCTION-INVENTORY SYSTEMS: PLANNING AND CONTROL (1968)	85	11.50
31-675-3	<i>Buskirk</i> , STUDY GUIDE FOR MANAGEMENT OF THE SALES FORCE, 3rd Ed. (1969)	107	3.95p
	Buskirk — see Stanton and Buskirk		
06-042-5	<i>Butters</i> , CASE PROBLEMS IN FINANCE, 5th Ed. (1969)	59	10.95
	Butters — see Smithies and Butters		
C			
05-824-1	<i>Cameron</i> , ESSAYS IN FRENCH ECONOMIC HISTORY (1970)	51	8.50
	Cammack — see Mehr and Cammack		
17-115-5	<i>Canfield</i> , PUBLIC RELATIONS: PRINCIPLES, CASES AND PROBLEMS, 5th Ed. (1968)	111	10.50
05-093-1	<i>Cartter</i> , THEORY OF WAGES AND EMPLOYMENT (1959)		8.95
05-092-1	<i>Cartter and Marshall</i> , LABOR ECONOMICS: WAGES, EMPLOYMENT, AND TRADE UNIONISM (1967)	47	11.00
08-094-1	<i>Carzo and Yanouzas</i> , FORMAL ORGANIZATION: A SYSTEMS APPROACH (1967)	74	11.25
09-235-2	<i>Cateora and Hess</i> , INTERNATIONAL MARKETING, Rev. Ed. (1971)	104	In Press
05-090-1	<i>Caves and Johnson</i> , READINGS IN INTERNATIONAL ECONOMICS (1968) ...	50	9.00

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
	Chakonas—see McGregor and Chakonas		
05-088-1	<i>Chamberlain</i> , CONTEMPORARY ECONOMIC ISSUES (1969).....	33	4.25p
08-109-2	<i>Champion and Bridges</i> , CRITICAL INCIDENTS IN MANAGEMENT, Rev. Ed. (1969)	78	5.95p
08-104-1	<i>Chance</i> , STATISTICAL METHODS FOR DECISION MAKING (1969).....	117	10.95
06-827-1	<i>C.F.A. Research Foundation</i> , INVESTMENT COMPANY PORTFOLIO MANAGEMENT (1970)	60	5.95
05-096-1	<i>Chayanov</i> , THE THEORY OF PEASANT ECONOMY (1966)	50	8.75
05-884-1	<i>Chisholm and Whitaker</i> , FORECASTING METHODS (1971)	35	In Press p
	Christensen—see Learned, Christensen, and Andrews		
	Christensen—see Learned, Christensen, Andrews, and Guth		
	Christensen—see Smith, Christensen, and Berg		
	Christenson—see Harlan, Christenson, and Vancil		
	Christenson—see Bracken and Christenson		
08-111-1	<i>Churchill, Miller, and Trueblood</i> , AUDITING, MANAGEMENT GAMES, AND ACCOUNTING EDUCATION (1964)	82	6.00
09-828-1	<i>Clark and Sexton</i> , MARKETING AND MANAGEMENT SCIENCE: A SYNERGISM (1970)	102	12.50
09-098-2	<i>Clewett, Westfall, and Boyd</i> , CASES IN MARKETING STRATEGY, Rev. Ed. (1964)	102	7.50
	Clewett—see Boyd and Clewett		
	Clower—see Due and Clower		
06-106-1	<i>Cohen and Hammer</i> , ANALYTICAL METHODS IN BANKING (1966)	58	13.95
06-087-3	<i>Cohen and Hanson</i> , PERSONAL FINANCE, 3rd Ed. (1964)	55	10.50
06-116-1	<i>Cohen and Zinbarg</i> , INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT (1967)	56	10.95
05-089-4	<i>Colberg, Forbush, and Whitaker</i> , BUSINESS ECONOMICS: PRINCIPLES AND CASES, 4th Ed. (1970)	35	10.50
09-113-3	<i>Cole</i> , CONSUMER AND COMMERCIAL CREDIT MANAGEMENT, 3rd Ed. (1968)	106	11.50
08-095-1	<i>Cook and von Peterffy</i> , PROBLEMS OF CORPORATE POWER (1966)	82	10.00
	Cooper—see Hosmer, Tucker, and Cooper		
08-085-1	<i>Couger and Shannon</i> , FORTRAN IV: A PROGRAMMED INSTRUCTION APPROACH (1968)	26	6.50
05-112-1	<i>Cournot</i> , THE MATHEMATICAL PRINCIPLES OF THE THEORY OF WEALTH (1963)		1.50p

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
09-100-2	<i>Cox, Alderson, and Shapiro</i> , THEORY IN MARKETING, Second Series (1964)	112	9.95
09-097-2	<i>Credit Research Foundation</i> , CREDIT MANAGEMENT HANDBOOK, Rev. Ed. (1965)	106	13.00
	Cross—see Alexander, Cross, and Hill		
	Crowe—see Eilers and Crowe		
08-119-1	<i>Cummings and Scott</i> , READINGS IN ORGANIZATIONAL BEHAVIOR AND HUMAN PERFORMANCE (1969)	72	9.95
15-099-2	<i>Curry and Pearson</i> , BASIC MATHEMATICS FOR BUSINESS ANALYSIS, Rev. Ed. (1970)	21	8.00p
D			
09-834-1	<i>Dahmen</i> , ENTREPRENEURIAL ACTIVITY AND THE DEVELOPMENT OF SWEDISH INDUSTRY, 1919-1939 (1970)	51	8.50
08-835-1	<i>Dalton and Lawrence</i> , MOTIVATION AND CONTROL IN ORGANIZATIONS (1971)	71	5.95p
08-832-1	<i>Dalton and Lawrence with Greiner</i> , ORGANIZATIONAL CHANGE AND DEVELOPMENT (1970)	72	5.50p
08-833-1	<i>Dalton and Lawrence with Lorsch</i> , ORGANIZATIONAL STRUCTURE AND DESIGN (1970)	71	5.00p
	D'Angelico—see Wohl and D'Angelico		
	Daugherty—see Brandt and Daugherty		
04-144-1	<i>David</i> , URBAN LAND DEVELOPMENT (1970)	113	12.95
06-135-1	<i> Davids</i> , MONEY AND BANKING CASEBOOK (1966)	58	11.00
	Davidson—see Baxter and Davidson		
05-121-2	<i>Davidson, Smith, and Wiley</i> , ECONOMICS: AN ANALYTICAL APPROACH, Rev. Ed. (1962)		9.95
	Davis—see Boyd and Davis		
	Davis—see Livingston and Davis		
05-136-3	<i>Davis, Hughes, and McDougall</i> , AMERICAN ECONOMIC HISTORY, 3rd Ed. (1969)	33	10.50
09-123-2	<i>Day</i> , MARKETING IN ACTION: A DECISION GAME, STUDENT'S MANUAL, Rev. Ed. (1968)	108	4.25p
08-140-1	<i>Dearden and McFarlan</i> , MANAGEMENT INFORMATION SYSTEMS: TEXT AND CASES (1966)	29	11.50
08-836-1	<i>Dearden, McFarlan, and Zani</i> , MANAGING COMPUTER-BASED INFORMATION SYSTEMS (1971)	29	12.50
	Dearden—see Sinclair, Dearden, and Anthony		
	Dearden—see Anthony, Dearden, and Vancil		

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
	Denenberg—see Kimball and Denenberg		
	Deskins—see Williams, Deskins, and Fuhrmann		
	Deuel—see Wagner and Deuel		
12-129-1	<i>Devlin</i> , BUSINESS COMMUNICATION (1968)	17	10.00
31-129-1	<i>Devlin</i> , PROGRESS GUIDE and WORKBOOK to accompany BUSINESS COMMUNICATION (1968)	17	4.75p
	Diamond—see Anderson, Gitlow, and Diamond		
03-126-3	<i>Dickerson</i> , HEALTH INSURANCE, 3rd Ed. (1968)	62	10.95
09-122-3	<i>Dirksen and Kroeger</i> , ADVERTISING PRINCIPLES AND PROBLEMS, 3rd Ed. (1968)	110	11.95
09-120-2	<i>Dirksen, Kroeger, and Lockley</i> (Editors), READINGS IN MARKETING, Rev. Ed. (1968)	100	6.95p
	Dockeray—see Husband and Dockeray		
05-130-1	<i>Doll, Rhodes, and West</i> , ECONOMICS OF AGRICULTURAL PRODUCTION, MARKETS, AND POLICY (1968)	44	10.50
03-138-2	<i>Donaldson</i> , CASUALTY CLAIM PRACTICE, Rev. Ed. (1969)	64	12.95
	Donaldson—see Hunt, Williams, and Donaldson		
	Donnell—see Lusk, Hewitt, Donnell, and Barnes		
09-164-1	<i>Donnelly and Ivancevich</i> , ANALYSIS FOR MARKETING DECISIONS (1970) ..	103	9.95
	Doody—see Shapiro and Doody		
	<i>Drummond</i> , THE CANADIAN ECONOMY: ORGANIZATION AND DEVELOPMENT (1966)		
32-618-1	—to users of Reynolds' ECONOMICS	33	1.95p
82-618-1	—to nonusers of Reynolds' ECONOMICS	33	3.50p
05-125-4	<i>Due</i> , GOVERNMENT FINANCE: ECONOMICS OF THE PUBLIC SECTOR, 4th Ed. (1968)	41	10.95
05-132-5	<i>Due and Clower</i> , INTERMEDIATE ECONOMIC ANALYSIS, 5th Ed. (1966)	37	10.95
10-128-3	<i>Duncan</i> , QUALITY CONTROL AND INDUSTRIAL STATISTICS, 3rd Ed. (1965)	115	15.95
09-137-7	<i>Duncan and Phillips</i> , RETAILING: PRINCIPLES AND METHODS, 7th Ed. (1967)	105	10.95
	Duncan—see Phillips and Duncan		
	Dunfee—see Scaletta, Goodwin, and Dunfee		
E			
	<i>Edwards, Hermanson, and Salmonson</i> , ACCOUNTING: A PROGRAMMED TEXT, Rev. Ed. (1970)		

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
01-150-2	— Volume I	4	10.50
01-154-2	— Volume II	4	10.50
	<i>Edwards, Hermanson, and Salmonson</i> , STUDY GUIDE and REVIEW MANUAL (1970)		
31-150-2	— Volume I	4	2.95p
31-154-2	— Volume II	4	2.95p
	<i>Edwards, Hermanson, and Salmonson</i> , WORK PAPERS, Rev. Ed. (1970)		
32-150-2	— Volume I	4	4.25p
32-154-2	— Volume II	4	4.25p
34-150-2	<i>Edwards, Hermanson, and Salmonson</i> , MINI PRACTICE CASE for ACCOUNTING: A PROGRAMMED TEXT, Rev. Ed. (1970)	4	1.75
	Edwards—see Holmes, Maynard, Edwards, and Meier		
08-152-2	<i>Eells and Walton</i> , CONCEPTUAL FOUNDATIONS OF BUSINESS, Rev. Ed. (1969)	81	10.95
03-910-1	<i>Eilers</i> , REGULATION OF BLUE CROSS AND BLUE SHIELD PLANS (1963)...	67	7.25
03-148-1	<i>Eilers and Crowe</i> , GROUP INSURANCE HANDBOOK (1965)	63	12.00
08-149-3	<i>Elliott and Wasley</i> , BUSINESS INFORMATION PROCESSING SYSTEMS, 3rd Ed. (1971)	25	10.95
05-153-1	<i>Ellis</i> , A SURVEY OF CONTEMPORARY ECONOMICS, Volume I (1948)	49	7.95
05-891-1	<i>Ellis and Metzler</i> , READINGS IN THE THEORY OF INTERNATIONAL TRADE (1949)	50	7.50
08-146-1	<i>Elwell</i> , THE FIRST FIFTY YEARS OF BETA GAMMA SIGMA (1963)		5.00
08-163-1	<i>Emerick and Wilkinson</i> , COMPUTER PROGRAMMING FOR BUSINESS AND SOCIAL SCIENCE (1970)	26	10.50
09-161-1	<i>Engel</i> , CONSUMER BEHAVIOR: SELECTED READINGS (1968)	112	4.25
09-842-1	<i>Engel, Talarzyk, and Larson</i> , CASES IN PROMOTIONAL STRATEGY (1971) ..	109	6.50p
09-160-2	<i>Engel, Wales, and Warshaw</i> , PROMOTIONAL STRATEGY, Rev. Ed. (1971)...	109	11.50
08-151-5	<i>England</i> , MODERN PROCUREMENT MANAGEMENT, 5th Ed. (1970)	87	13.50
08-741-1	<i>England</i> , THE PURCHASING SYSTEM (1967)	89	3.75p

F

08-182-1	<i>Farmer</i> , INCIDENTS IN INTERNATIONAL BUSINESS (1967)	81	5.50p
06-172-4	<i>Farwell, Gane, Jacobs, Jones, and Robinson</i> , FINANCIAL INSTITUTIONS, 4th Ed. (1966)	57	10.50
	Farwell—see O'Neil, Farwell, and Boyd		

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
05-159-1	<i>Fei and Ranis</i> , DEVELOPMENT OF THE LABOR SURPLUS ECONOMY (1964).....	49	8.50
05-173-1	<i>Fellner</i> , PROBABILITY AND PROFIT (1965).....	41	9.95
05-890-1	<i>Fellner and Haley</i> , READINGS IN THE THEORY OF INCOME DISTRIBUTION (1946).....	50	7.50
05-177-2	<i>Ferguson</i> , MICROECONOMIC THEORY, Rev. Ed. (1969).....	38	10.50
05-188-1	<i>Ferguson and Maurice</i> , ECONOMIC ANALYSIS (1970).....	37	8.00
08-740-1	<i>Fetter</i> , THE QUALITY CONTROL SYSTEM (1967).....	89	3.75p
	Fetter—see Bowman and Fetter		
05-190-1	<i>Fisher</i> , MONEY AND BANKING (1971).....	35	10.95
	Forbush—see Colberg, Forbush, and Whitaker		
08-846-1	<i>Ford</i> , BASIC FORTRAN IV PROGRAMMING (1971).....	12, 26	5.95p
08-179-1	<i>Forester</i> , STATISTICAL SELECTION OF BUSINESS STRATEGIES (1968)....	115	9.50
05-187-1	<i>Fox and Johnson</i> , READINGS IN THE ECONOMICS OF AGRICULTURE (1969).....	50	9.50
03-169-1	<i>Fraine</i> , VALUATION OF SECURITIES HOLDINGS OF LIFE INSURANCE COMPANIES (1962).....	65	9.50
02-156-1	<i>Frascona</i> , BUSINESS LAW (1954).....		11.00
02-175-3	<i>Frascona</i> , C.P.A. LAW REVIEW, 3rd Ed. (1966).....	15, 20	13.95
	Freak—see Roscoe and Freak		
01-171-1	<i>Fremgen</i> , MANAGERIAL COST ANALYSIS (1966).....	14	10.50
	Frumer—see Neuner and Frumer		
	Fryburger—see Sandage and Fryburger		
	Fuhrmann—see Williams, Deskins, and Fuhrmann		
	Fusfeld—see Bornstein and Fusfeld		

G

05-201-1	<i>Gallaway</i> , MANPOWER ECONOMICS (1971).....	46	In Press p
05-218-3	<i>Gambs and Komisar</i> , ECONOMICS AND MAN, 3rd Ed. (1968).....	32	9.25
	Gane—see Farwell, Gane, Jacobs, Jones, and Robinson		
02-223-1	<i>Ganong and Pearce</i> , LAW AND SOCIETY (1965).....	20	4.50p
06-193-1	<i>Gardner</i> , PENSION FUND INVESTMENT MANAGEMENT (1970).....	60	5.50
08-203-4	<i>Gardner and Moore</i> , HUMAN RELATIONS IN INDUSTRY, 4th Ed. (1964)....	91	10.25
	Garrett—see McDonough and Garrett		

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
03-204-2	<i>Greider and Beadles</i> , LAW AND THE LIFE INSURANCE CONTRACT, Rev. Ed. (1968)	62	7.50
03-195-1	<i>Greider and Beadles</i> , PRINCIPLES OF LIFE INSURANCE, Volume I (1964) . .	66	7.00
03-206-1	<i>Griffin and Trowbridge</i> , STATUS OF FUNDING UNDER PRIVATE PENSION PLANS (1969)	69	5.00
01-225-2	<i>Griffin, Williams, and Larson</i> , ADVANCED ACCOUNTING, Rev. Ed. (1971) . . .	7	In Press
	Griffin—see Williams and Griffin		
	Grimaldi—see Simonds and Grimaldi		
01-211-1	<i>Grinaker and Barr</i> , AUDIT PRACTICE CASE, MIDWESTERN PRODUCTS, INC. (1967)	9	9.50
01-198-1	<i>Grinaker and Barr</i> , AUDITING: THE EXAMINATION OF FINANCIAL STATEMENTS (1965)	9	11.50
	Grinaker—see Barr and Grinaker		
08-222-1	<i>Groff and Muth</i> , OPERATIONS MANAGEMENT: SELECTED READINGS (1969)	96	7.50p
08-208-1	<i>Guest</i> , ORGANIZATIONAL CHANGE (1962)	74	7.95
	Guth—see Learned, Christensen, Andrews, and Guth		
05-227-1	<i>Guthrie</i> , STATISTICAL METHODS IN ECONOMICS (1966)	116	9.50
05-221-4	<i>Guthrie and Wallace</i> , ECONOMICS, 4th Ed. (1969)	32	10.50

H

03-255-1	<i>Haber and Murray</i> , UNEMPLOYMENT INSURANCE IN THE AMERICAN ECONOMY (1966)	64	10.00
05-889-1	<i>Haberler</i> , READINGS IN BUSINESS CYCLE THEORY (1944)	49	7.50
	Haberstroh—see Rubenstein and Haberstroh		
15-300-1	<i>Hadley</i> , ELEMENTARY BUSINESS MATHEMATICS (1971)	23	In Press
05-267-1	<i>Hagen</i> , THE ECONOMICS OF DEVELOPMENT (1968)	44	11.50
05-229-1	<i>Haley</i> , A SURVEY OF CONTEMPORARY ECONOMICS, Volume II (1952)	49	7.95
	Haley—see Fellner and Haley		
03-911-1	<i>Hallman</i> , UNSATISFIED JUDGMENT FUNDS (1968)	67	7.50
	Hammer—see Cohen and Hammer		
10-242-5	<i>Hampel and Leabo</i> , Workbook in BUSINESS AND ECONOMIC STATISTICS, 5th Ed. (1962)	115	6.75p
08-283-2	<i>Haney</i> , COMMUNICATION AND ORGANIZATIONAL BEHAVIOR, Rev. Ed. (1967)	17	10.50
10-295-1	<i>Hanna and Saber</i> , SETS AND LOGIC (1971)	24	4.95p

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
09-282-3	<i>Hansen</i> , MARKETING: TEXT, TECHNIQUES, AND CASES, 3rd Ed. (1967)	101	12.50
	Hanson—see Cohen and Hanson		
08-256-3	<i>Hargrove, Harrison, and Swearingen</i> , BUSINESS POLICY CASES, 3rd Ed. (1969)	79	10.00
05-238-1	<i>Harlan, Christenson, and Vancil</i> , MANAGERIAL ECONOMICS: TEXT AND CASES (1962)	34	11.00
	<i>Harper and Workman</i> , FUNDAMENTAL MATHEMATICS OF LIFE INSURANCE (1970)	66	10.00
	Harris—see Tritt and Harris		
	Harrison—see Hargrove, Harrison, and Swearingen		
31-237-6	<i>Harriss</i> , Study Guide and Workbook for THE AMERICAN ECONOMY, 6th Ed. (1968)	32	4.95p
05-237-6	<i>Harriss</i> , THE AMERICAN ECONOMY: PRINCIPLES, PRACTICES, AND POLICIES, 6th Ed. (1968)	32	9.95
03-930-1	<i>Hartman</i> , RATEMAKING FOR HOMEOWNERS INSURANCE (1967)	67	6.50
	Hausman—see Bierman, Bonini, and Hausman		
01-294-1	<i>Hawkins</i> , CORPORATE FINANCIAL REPORTING: TEXT AND CASES (1971) . .	11	In Press
	Hay—see Mikesell and Hay		
	Haydon—see Peterson and Haydon		
	Hedges—see Mehr and Hedges		
05-271-1	<i>Heflebower and Stocking</i> , READINGS IN INDUSTRIAL ORGANIZATION AND PUBLIC POLICY (1958)	50	8.00
	Hekimian—see Anthony and Hekimian		
06-246-2	<i>Helfert</i> , TECHNIQUES OF FINANCIAL ANALYSIS, Rev. Ed. (1967)	59	4.50p
05-240-1	<i>Helleiner</i> , PEASANT AGRICULTURE, GOVERNMENT, AND ECONOMIC GROWTH IN NIGERIA (1967)	48	9.25
01-230-2	<i>Hendriksen</i> , ACCOUNTING THEORY, Rev. Ed. (1970)	13	11.95
08-253-1	<i>Henshaw and Jackson</i> , THE EXECUTIVE GAME (1966)	82	4.50p
05-259-2	<i>Herber</i> , MODERN PUBLIC FINANCE: THE STUDY OF PUBLIC SECTOR ECONOMICS, Rev. Ed. (1971)	41	11.50
	Herlihy—see Springer, Herlihy, and Beggs		
	Hermanson—see Edwards, Hermanson, and Salmonson		
03-931-1	<i>Herrick</i> , TOTAL DISABILITY PROVISIONS IN LIFE INSURANCE CONTRACTS (1956)	67	4.50
	Herrnstadt—see Horowitz and Herrnstadt		
	Hess—see Cateora and Hess		

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
09-236-1	<i>Hewitt</i> , AUTOMOBILE FRANCHISE AGREEMENTS (1956)		8.00
	Hewitt—see Lusk, Hewitt, Donnell, and Barnes		
05-241-1	<i>Higgins</i> , UNITED NATIONS AND U.S. FOREIGN ECONOMIC POLICY (1962)	44	5.50p
	Highland—see Shook and Highland		
	Hilgert—see Schoen and Hilgert		
09-281-1	<i>Hill</i> , WHOLESALING MANAGEMENT (1963)	104	12.50
	Hill—see Alexander, Cross, and Hill		
04-250-4	<i>Hoagland and Stone</i> , REAL ESTATE FINANCE, 4th Ed. (1969)	60, 114	11.50
	Hollander—see Moyer and Hollander		
	Holloway—see Lavidge and Holloway		
01-266-3	<i>Holmes</i> , BASIC AUDITING PRINCIPLES, 3rd Ed. (1966)	7	10.00
01-269-5	<i>Holmes and Kiefer</i> , AUDIT PROBLEM: METALCRAFT, INC., 5th Ed. (1970)	8	6.50p
01-257-3	<i>Holmes, Maynard, Edwards, and Meier</i> , ELEMENTARY ACCOUNTING, 3rd Ed. (1962)		9.75
01-268-1	<i>Holmes, Meier, and Pabst</i> , ACCOUNTING CASE WITH COMPUTER ADAPTABILITY (Books I and II), (1968)	28	3.25p
	<i>Holmes and Moore</i> , AUDIT CASE, 7th Ed. (1970)		
81-265-7	Parts I-V	8	8.95p
01-265-7	Parts I-VI	8	9.95p
01-274-7	<i>Holmes and Overmyer</i> , AUDITING: PRINCIPLES AND PROCEDURE, 7th Ed. (1971)	8	12.95
03-934-1	<i>Horn</i> , SUBROGATION IN INSURANCE THEORY AND PRACTICE (1964)	67	7.50
08-263-1	<i>Hosmer, Tucker, and Cooper</i> , SMALL BUSINESS MANAGEMENT: A CASEBOOK (1966)	82	10.95
09-285-2	<i>Howard</i> , MARKETING MANAGEMENT, Rev. Ed. (1963)	99	10.00
08-247-2	<i>Howell and Teichroew</i> , MATHEMATICAL ANALYSIS FOR BUSINESS DECISIONS, Rev. Ed. (1971)	21	In Press
	Hower—see Glover and Hower		
	Hughes—see Davis, Hughes, and McDougall		
06-288-1	<i>Hunt and Andrews</i> , FINANCIAL MANAGEMENT: CASES AND READINGS (1968)	53	12.95
06-260-4	<i>Hunt, Williams, and Donaldson</i> , BASIC BUSINESS FINANCE, 4th Ed. (1971)	52	In Press
06-280-6	<i>Husband and Dockeray</i> , MODERN CORPORATION FINANCE, 6th Ed. (1966)	58	10.95

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
I			
06-103-2	<i>Institute of C.F.A.</i> , C.F.A. READINGS IN FINANCIAL ANALYSIS, Rev. Ed. (1970)	60	11.95
06-329-1	<i>Institute of Chartered Financial Analysts</i> , PERSONAL TRUST INVESTMENT MANAGEMENT (1968)	60	5.00
05-328-1	<i>Isaacs</i> , INTERNATIONAL TRADE: TARIFF AND COMMERCIAL POLICIES (1948)		10.00
	Ivancevich — see Donnelly and Ivancevich		
J			
42-801-1	<i>Jackson and Spurlock</i> , RESEARCH AND DEVELOPMENT MANAGEMENT (1966)		6.95
	Jackson — see Henshaw and Jackson		
	Jacobs — see Farwell, Gane, Jacobs, Jones, and Robinson		
	Jauch — see Wohl and Jauch		
05-893-1	<i>Jesness</i> , READINGS IN AGRICULTURAL POLICY (1949)		7.25
31-038-1	<i>Jesswein and Wrone</i> , STUDY GUIDE to accompany Brandis: PRINCIPLES OF ECONOMICS (1968)	32	4.75p
03-913-1	<i>Johnson</i> , SAVINGS BANK LIFE INSURANCE (1963)	67	6.75
	Johnson — see Caves and Johnson		
	Johnson — see Fox and Johnson		
05-334-1	<i>Jome</i> , PRINCIPLES OF MONEY AND BANKING (1957)		9.95
09-336-2	<i>Jones</i> , RETAIL MANAGEMENT, Rev. Ed. (1967)	105	10.50
	Jones — see Farwell, Gane, Jacobs, Jones, and Robinson		
08-347-7	<i>Jucius</i> , PERSONNEL MANAGEMENT, 7th Ed. (1971)	91	10.95
08-349-2	<i>Jucius and Schlender</i> , ELEMENTS OF MANAGERIAL ACTION, Rev. Ed. (1965)	77	10.50
08-342-3	<i>Jucius and Terry</i> , INTRODUCTION TO BUSINESS, 3rd Ed. (1966)	76	9.95
K			
03-365-1	<i>Kedzie</i> , CONSUMER CREDIT INSURANCE (1957)		7.95
	Keir — see Black, Keir, and Surrey		
12-360-1	<i>Keithley and Thompson</i> , ENGLISH FOR MODERN BUSINESS (1966)	18	6.95
08-367-1	<i>Kelly</i> , ORGANIZATIONAL BEHAVIOUR (1969)	72	10.50
09-363-3	<i>Kelley and Lazer</i> , MANAGERIAL MARKETING, 3d Ed. (1967)	100	9.95
03-384-1	<i>Kellison</i> , THE THEORY OF INTEREST (1970)		10.00

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
01-361-5	<i>Kennedy and McMullen</i> , FINANCIAL STATEMENTS: FORM, ANALYSIS, AND INTERPRETATION, 5th Ed. (1968).....	11	11.95
06-362-3	<i>Kent</i> , CORPORATE FINANCIAL MANAGEMENT, 3d Ed. (1969).....	58	11.50
	Kibbey—see Moore and Kibbey		
	Kiefer—see Holmes and Keifer		
03-939-1	<i>Kimball and Denenberg</i> , INSURANCE, GOVERNMENT, AND SOCIAL POLICY: STUDIES IN INSURANCE REGULATION (1969).....	67	8.00
08-379-3	<i>Kindall</i> , PERSONNEL ADMINISTRATION, 3d Ed. (1969).....	92	11.50
05-375-4	<i>Kindleberger</i> , INTERNATIONAL ECONOMICS, 4th Ed. (1968).....	44	10.95
	Kirkpatrick—see Tillman and Kirkpatrick		
05-376-1	<i>Klein and Ohkawa</i> , ECONOMIC GROWTH: THE JAPANESE EXPERIENCE SINCE THE MEIJI ERA (1968).....	48	8.50
	Klein—see Gordon and Klein		
	Kline—see Steinmetz, Kline, and Stegall		
	Komisar—see Gambs and Komisar		
	Krause—see Peach and Krause		
	Kroeger—see Dirksen and Kroeger		
	Kroeger—see Dirksen, Kroger, and Lockley		
05-378-2	<i>Kuhlman and Skinner</i> , THE ECONOMIC SYSTEM, Rev. Ed. (1964).....		10.50
08-377-1	<i>Kuhn</i> , THE STUDY OF SOCIETY (1963).....	74	11.95
10-371-1	<i>Kurnow, Glasser, and Ottman</i> , STATISTICS FOR BUSINESS DECISIONS (1959).....	115	11.50
L			
01-414-1	<i>Ladd</i> , CONTEMPORARY CORPORATE ACCOUNTING AND THE PUBLIC (1963).....	10	7.50
05-415-1	<i>Lamfalussy</i> , THE UNITED KINGDOM AND THE SIX (1963).....		4.50
	Lamone—see Levin and Lamone		
	Larsen—see Meigs and Larsen		
	Larson—see Engel, Talarzyk, and Larson		
	Larson—see Griffin, Williams, and Larson		
09-408-1	<i>Lavidge and Holloway</i> , MARKETING AND SOCIETY: THE CHALLENGE (1969).....	112	3.50p
	Lawler—see Porter and Lawler		
08-433-1	<i>Lawrence and Lorsch</i> , ORGANIZATION AND ENVIRONMENT: MANAGING DIFFERENTIATION AND INTEGRATION (1969).....	70	2.95p

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
08-422-2	<i>Lawrence and Seiler</i> , ORGANIZATIONAL BEHAVIOR AND ADMINISTRATION, Rev. Ed. (1965).....	75	11.95
	Lawrence—see Dalton and Lawrence		
	Lawrence—see Lorsch and Lawrence		
	Lazer—see Kelley and Lazer		
10-407-3	<i>Leabo</i> , BASIC STATISTICS, 3d Ed. (1968).....	115	11.50
	Leabo—see Hampel and Leabo		
08-403-1	<i>Learned, Aguilar, and Valtz</i> , EUROPEAN PROBLEMS IN GENERAL MANAGEMENT (1967).....	80	13.50
08-401-1	<i>Learned, Christensen, and Andrews</i> , PROBLEMS OF GENERAL MANAGEMENT—BUSINESS POLICY (1961).....	80	12.00
08-423-2	<i>Learned, Christensen, Andrews, and Guth</i> , BUSINESS POLICY: TEXT AND CASES, Rev. Ed. (1969).....	80	12.50
08-427-1	<i>Learned and Sproat</i> , ORGANIZATION THEORY AND POLICY: NOTES FOR ANALYSIS (1966).....	71	3.75p
03-426-2	<i>Lederer</i> , HOME OFFICE AND FIELD AGENCY ORGANIZATION—LIFE, Rev. Ed. (1966).....	66	6.00
05-412-5	<i>Lee</i> , MACROECONOMICS: FLUCTUATIONS, GROWTH, AND STABILITY, 5th Ed. (1971).....	40	10.95
08-416-1	<i>Leeds and Smith</i> , USING SOCIAL SCIENCE KNOWLEDGE IN BUSINESS AND INDUSTRY (1963):.....		7.50
12-425-1	<i>Lesikar</i> , BUSINESS COMMUNICATION: THEORY AND APPLICATION (1968)	17	9.95
12-420-3	<i>Lesikar</i> , REPORT WRITING FOR BUSINESS, 3d Ed. (1969).....	18	9.50
08-431-1	<i>Levin and Lamone</i> , LINEAR PROGRAMMING FOR MANAGEMENT DECISIONS (1969).....	94	10.50
06-399-2	<i>Lindsay and Sametz</i> , FINANCIAL MANAGEMENT: AN ANALYTICAL APPROACH, Rev. Ed. (1967).....	53	10.50
08-424-1	<i>Ling</i> , THE MANAGEMENT OF PERSONNEL RELATIONS: HISTORY AND ORIGINS (1965).....	92	10.95
	Littlefield—see Patton, Littlefield and Self		
09-398-1	<i>Livingston and Davis</i> , CASES IN SALES MANAGEMENT (1962).....	108	11.50
05-404-1	<i>Lloyd</i> , MICROECONOMIC ANALYSIS (1967).....	39	9.95
	Lockley—see Dirksen, Kroeger, and Lockley		
05-418-6	<i>Locklin</i> , ECONOMICS OF TRANSPORTATION, 6th Ed. (1966).....	43, 118	11.95
03-419-1	<i>Long and Gregg</i> , PROPERTY AND LIABILITY INSURANCE HANDBOOK (1965).....	64	12.00

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
	Lorsch—see Lawrence and Lorsch		
08-437-1	<i>Lorsch and Lawrence</i> , STUDIES IN ORGANIZATION DESIGN (1970)	71	6.00
05-435-1	<i>Low</i> , MODERN ECONOMIC ORGANIZATION (1970)	38	10.00
02-405-2	<i>Lusk, Hewitt, Donnell, and Barnes</i> , BUSINESS LAW: PRINCIPLES AND CASES, Second U.C.C. Ed. (1970)	19	12.50
02-421-2	<i>Lusk</i> , LAW OF THE REAL ESTATE BUSINESS, Rev. Ed. (1965)	20, 114	10.95
05-892-1	<i>Lutz and Mints</i> , READINGS IN MONETARY THEORY (1951)	50	7.75
09-428-1	<i>Lynn</i> , PRICE POLICIES AND MARKETING MANAGEMENT (1967)	104	6.50p
08-429-1	<i>Lynton and Pareek</i> , TRAINING FOR DEVELOPMENT (1967)	73	10.00

M

03-951-1	<i>McCahan</i> , ACCIDENT AND SICKNESS INSURANCE (1954)	67	5.50
03-952-1	<i>McCahan</i> , INVESTMENT OF LIFE INSURANCE FUNDS (1953)	67	4.25
03-953-1	<i>McCahan</i> , LIFE INSURANCE TRENDS AT MID-CENTURY (1950)	67	3.25
08-445-2	<i>McCameron</i> , COBOL LOGIC AND PROGRAMMING, Rev. Ed. (1970)	27	4.95p
08-456-1	<i>McCameron</i> , FORTRAN IV (1970)	27	4.25p
08-446-1	<i>McCameron</i> , FORTRAN LOGIC AND PROGRAMMING (1968)	27	4.25p
09-448-4	<i>McCarthy</i> , BASIC MARKETING, 4th Ed. (1971)	98	11.95
32-448-4	<i>McCarthy and Brogowicz</i> , REVIEW GUIDE to accompany BASIC MARKETING, 4th Ed. (1971)	98	In Press
31-448-4	<i>McCarthy and Brogowicz</i> , WORKBOOK to accompany BASIC MARKETING, 4th Ed. (1971)	98	In Press
09-457-1	<i>McConaughy</i> , READINGS IN BUSINESS LOGISTICS (1969)	112	3.50p
08-444-1	<i>McDonough and Garrett</i> , MANAGEMENT SYSTEMS: WORKING CONCEPTS AND PRACTICES (1965)	87	9.50
	McDougall—see Davis, Hughes, and McDougall		
	McFarlan—see Dearden and McFarlan		
03-962-1	<i>McGill</i> , ALL LINES INSURANCE (1960)	67	6.00
03-956-1	<i>McGill</i> , AN ANALYSIS OF GOVERNMENT LIFE INSURANCE (1949)	67	4.25
03-957-2	<i>McGill</i> , THE BENEFICIARY IN LIFE INSURANCE, Rev. Ed. (1956)	68	6.00
03-955-1	<i>McGill</i> , FULFILLING PENSION EXPECTATIONS (1962)	69	7.25
03-961-2	<i>McGill</i> , FUNDAMENTALS OF PRIVATE PENSIONS, Rev. Ed. (1964)	69	8.50
03-954-1	<i>McGill</i> , GUARANTY FUND FOR PRIVATE PENSION OBLIGATIONS (1970) . .	69	5.95
03-454-1	<i>McGill</i> , LEGAL ASPECTS OF LIFE INSURANCE (1959)	62	5.00

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
03-453-2	<i>McGill</i> , LIFE INSURANCE, Rev. Ed. (1967)	62	10.50
03-960-1	<i>McGill</i> , LIFE INSURANCE SALES MANAGEMENT (1957)	68	6.00
03-959-1	<i>McGill</i> , PENSIONS: PROBLEMS AND TRENDS (1955)	68	5.50
09-449-4	<i>McGregor and Chakonas</i> , RETAIL MANAGEMENT PROBLEMS, 4th Ed. (1970)	106	4.50p
08-451-5	<i>McLarney and Berliner</i> , MANAGEMENT TRAINING: CASES AND PRINCIPLES, 5th Ed. (1970)	90	10.95
	McMillan—see Gonzalez and McMillan		
08-447-2	<i>McMillan and Gonzalez</i> , SYSTEMS ANALYSIS: A COMPUTER APPROACH TO DECISION MODELS, Rev. Ed. (1968)	29	10.95
	McMullen—see Kennedy and McMullen		
09-455-1	<i>McNair, Applebaum, and Salmon</i> , CASES IN FOOD DISTRIBUTION (1964) . .	104	11.95
06-450-1	<i>McNew and Prather</i> , FRAUD CONTROL FOR COMMERCIAL BANKS (1962) .		8.95
03-963-1	<i>McNulty</i> , DECISION AND INFLUENCE PROCESSES IN PRIVATE PENSION PLANS (1961)	69	5.50
03-477-3	<i>Magee</i> , LIFE INSURANCE, 3d Ed. (1958)	62	11.50
	Magee—see Bickelhaupt and Magee		
03-462-4	<i>Magee and Serbein</i> , PROPERTY AND LIABILITY INSURANCE, 4th Ed. (1967)	63	11.95
	Malcom—see Schrader, Malcom, and Willingham		
	Mall—see Springer, Herlihy, Mall, and Beggs		
05-472-1	<i>Mamalakis and Reynolds</i> , ESSAYS ON THE CHILEAN ECONOMY (1965) . . .	49	8.50
03-950-1	<i>Marples</i> , ACTUARIAL ASPECTS OF PENSION SECURITY (1965)	69	6.50
	Marshall—see Borden and Marshall		
	Marshall—see Cartter and Marshall		
08-496-2	<i>Martin</i> , ELECTRONIC DATA PROCESSING, Rev. Ed. (1965)	25	10.95
	<i>Martin</i> , MATHEMATICS FOR DECISION MAKING: A PROGRAMMED BASIC TEXT (1969)		
15-481-1	Volume I LINEAR MATHEMATICS	20	10.50
15-505-1	Volume II CALCULUS	20	10.50
08-483-1	<i>Maslow</i> , EUPSYCHIAN MANAGEMENT: A JOURNAL (1965)	74	4.50p
31-502-2	<i>Mason</i> , PROBLEMS MANUAL to accompany STATISTICAL TECHNIQUES IN BUSINESS AND ECONOMICS, Rev. Ed. (1970)	116	3.25p
10-502-2	<i>Mason</i> , STATISTICAL TECHNIQUES IN BUSINESS AND ECONOMICS, Rev. Ed. (1970)	116	10.50

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
	Matthews—see Smith and Matthews		
	Maurice—see Ferguson and Maurice		
06-503-1	<i>Mauriello</i> , ACCOUNTING FOR THE FINANCIAL ANALYST (1967).....	60	3.50p
01-440-1	<i>Mauriello</i> , THE IRWIN FEDERAL INCOME TAX COURSE: A COMPREHENSIVE TEXT (1971).....	15	In Press
	Maynard—see Holmes, Maynard, Edwards, and Meier		
05-463-1	<i>Mead</i> , GROWTH AND STRUCTURAL CHANGE IN THE EGYPTIAN ECONOMY (1967).....	48	8.50
08-495-1	<i>Meggison</i> , PERSONNEL: A BEHAVIORAL APPROACH TO ADMINISTRATION (1967).....	92	10.50
03-443-4	<i>Mehr and Cammack</i> , PRINCIPLES OF INSURANCE, 4th Ed. (1966).....	61	10.95
03-465-1	<i>Mehr and Hedges</i> , RISK MANAGEMENT IN THE BUSINESS ENTERPRISE (1963).....	63	10.25
	Meier—see Holmes, Maynard, Edwards, and Meier		
	Meier—see Holmes, Meier, and Pabst		
01-476-4	<i>Meigs and Larsen</i> , PRINCIPLES OF AUDITING, 4th Ed. (1969).....	8	12.50
06-854-1	<i>Melnyk and Barngrover</i> , CASES IN BUSINESS FINANCE (1971).....	53	In Press
03-949-1	<i>Melone</i> , COLLECTIVELY BARGAINED MULTI-EMPLOYER PENSION PLANS (1963).....	69	6.50
03-459-1	<i>Melone and Allen</i> , PENSION PLANNING: PENSIONS, PROFIT SHARING, AND OTHER DEFERRED COMPENSATION PLANS (1966).....	66	8.95
	Menning—see Wilkinson, Menning, and Anderson		
12-467-4	<i>Menning and Wilkinson</i> , COMMUNICATING THROUGH LETTERS AND REPORTS, 4th Ed. (1967).....	18	9.75
	Metzler—see Ellis and Metzler		
05-468-1	<i>Meyers</i> , ECONOMICS OF LABOR RELATIONS (1951).....		8.50
01-488-4	<i>Mikesell and Hay</i> , GOVERNMENTAL ACCOUNTING, 4th Ed. (1969).....	14	13.95
	Miller—see Churchill, Miller, and Trueblood		
	Mints—see Lutz and Mints		
09-851-1	<i>Miracle and Albaum</i> , INTERNATIONAL MARKETING MANAGEMENT (1970)	103	11.95
09-855-1	<i>Moller and Wilemon</i> , MARKETING CHANNELS: A SYSTEMS VIEWPOINT (1971).....	105	In Press p
08-460-5	<i>Moore</i> , MANUFACTURING MANAGEMENT, 5th Ed. (1969).....	84	11.50
	Moore—see Gardner and Moore		
	Moore—see Holmes and Moore		

TEXT CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
08-492-1	<i>Moore and Kibbey</i> , MANUFACTURING: MATERIALS AND PROCESSES (1965)	84	10.95
05-479-1	<i>Moorsteen and Powell</i> , THE SOVIET CAPITAL STOCK, 1928-62 (1966)	48	9.75
08-474-1	<i>Morris</i> , ANALYSIS FOR MATERIALS HANDLING MANAGEMENT (1962)	96	8.95
08-497-2	<i>Morris</i> , THE ANALYSIS OF MANAGEMENT DECISIONS, Rev. Ed. (1964)	78	11.95
08-735-1	<i>Morris</i> , THE CAPACITY DECISION SYSTEM (1967)	89	3.95p
09-482-1	<i>Moyer and Hollander</i> , MARKETS AND MARKETING IN DEVELOPING ECONOMIES (1968)	112	7.50
01-490-1	<i>Murphy</i> , ADVANCED PUBLIC ACCOUNTING PRACTICE (1966)		11.50
01-491-1	<i>Murphy</i> , AUDITING AND THEORY: A C.P.A. REVIEW (1963)		11.50
	Murray—see Haber and Murray		
05-478-1	<i>Musgrave and Shoup</i> , READINGS IN THE ECONOMICS OF TAXATION (1959)	50	8.00
	Muth—see Groff and Muth		
03-509-1	<i>Myers</i> , MEDICARE (1970)	70	9.50
03-499-1	<i>Myers</i> , SOCIAL INSURANCE AND ALLIED GOVERNMENT PROGRAMS (1965)	65	9.95
	Myers—see Spriegel and Myers		

N

08-501-2	<i>Nadler</i> , WORK DESIGN: A SYSTEMS CONCEPT, Rev. Ed. (1970)	88	14.95
08-737-1	<i>Nadler</i> , WORK SYSTEMS DESIGN: THE IDEALS CONCEPT (1967)	89	3.95p
01-510-7	<i>Neuner and Frumer</i> , COST ACCOUNTING: PRINCIPLES AND PRACTICE, 7th Ed. (1967)	13	10.95
09-508-1	<i>Newman</i> , MARKETING MANAGEMENT AND INFORMATION: A NEW CASE APPROACH (1967)	101	9.95
	Newman—see Boyd and Newman		
09-525-1	<i>Newton</i> , CASES IN SALES FORCE MANAGEMENT (1970)	108	10.95
08-514-4	<i>Niebel</i> , MOTION AND TIME STUDY, 4th Ed. (1967)	87	11.50
31-514-4	<i>Niebel</i> , LABORATORY MANUAL for MOTION AND TIME STUDY, 4th Ed. (1967)	87	5.25p
03-511-1	<i>Noback</i> , LIFE INSURANCE ACCOUNTING (1969)		12.00
05-530-1	<i>Northrup and Bloom</i> , GOVERNMENT AND LABOR (1963)	47	10.95
	Northrup—see Bloom and Northrup		
	Northrup—see Rowan and Northrup		

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
O			
08-533-1	<i>O'Connell</i> , MANAGING ORGANIZATIONAL INNOVATION (1968).....	75	4.95p
	O'Connell — see Summer and O'Connell		
08-862-1	<i>Odiorne</i> , PERSONNEL ADMINISTRATION BY OBJECTIVES (1971).....	91	10.50
08-532-2	<i>O'Donnell</i> , CASES IN GENERAL MANAGEMENT, Rev. Ed. (1965).....	78	10.50
	Ohkawa — see Klein and Ohkawa		
01-537-1	<i>O'Neil, Farwell, and Boyd</i> , QUANTITATIVE CONTROLS FOR BUSINESS (1965).....	14	10.95
08-539-1	<i>Orth, Bailey, and Wolek</i> , ADMINISTERING RESEARCH AND DEVELOPMENT (1964).....	73	11.50
03-968-1	<i>Osborn</i> , COMPULSORY TEMPORARY DISABILITY INSURANCE IN THE U.S. (1958).....	68	6.00
	Ottman — see Kurnow, Glasser, and Ottman		
	Overmyer — see Holmes and Overmyer		
08-536-1	<i>Owens</i> , INTRODUCTION TO BUSINESS POLICY (1954).....		9.00
08-535-6	<i>Owens</i> , MANAGEMENT OF INDUSTRIAL ENTERPRISES, 6th Ed. (1969).....	83	10.95
P			
	Pabst — see Holmes, Meier, and Pabst		
	Pareek — see Lynton and Pareek		
01-554-1	<i>Paton</i> , CORPORATE PROFITS (1965).....	10	5.50
03-970-1	<i>Patterson</i> , LEGAL PROTECTION OF PRIVATE PENSION EXPECTATIONS (1960).....	69	7.25
08-545-3	<i>Patton, Littlefield and Self</i> , JOB EVALUATION, 3d Ed. (1964).....		11.00
	Paul — see Walters and Paul		
05-544-4	<i>Peach and Krause</i> , BASIC DATA OF THE AMERICAN ECONOMY, 4th Ed. (1955).....		3.75p
	Pearce — see Ganong and Pearce		
	Pearson — see Curry and Pearson		
09-547-5	<i>Pederson and Wright</i> , SALESMANSHIP: PRINCIPLES AND METHODS, 5th Ed. (1971).....	106	10.95
05-546-2	<i>Pegrum</i> , PUBLIC REGULATION OF BUSINESS, Rev. Ed. (1965).....	43	10.95
05-548-2	<i>Pegrum</i> , TRANSPORTATION: ECONOMICS AND PUBLIC POLICY, Rev. Ed. (1968).....	44, 118	11.50
31-587-1	<i>Perlick</i> , WORKBOOK to accompany Poe's THE AMERICAN BUSINESS ENTERPRISE (1969).....	76	4.50p

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
08-557-5	<i>Petersen, Plowman, and Trickett</i> , BUSINESS ORGANIZATION AND MANAGEMENT, 5th Edition (1962).....	80	9.95
05-595-1	<i>Peterson</i> , PRINCIPLES OF ECONOMICS: MICRO (1971).....	31	3.75p
05-596-1	<i>Peterson</i> , PRINCIPLES OF ECONOMICS: MACRO (1971).....	31	3.75p
05-576-1	<i>Peterson and Gray</i> , ECONOMIC DEVELOPMENT OF THE UNITED STATES (1969).....	34	10.50
08-562-1	<i>Peterson and Haydon</i> , A QUANTITATIVE FRAMEWORK FOR FINANCIAL MANAGEMENT (1969).....	96	12.95
05-549-1	<i>Petit</i> , FREEDOM IN THE AMERICAN ECONOMY (1964).....	36	5.50p
03-973-1	<i>Pfeffer</i> , INSURANCE AND ECONOMIC THEORY (1956).....	68	5.00
09-550-1	<i>Phelps</i> , PLANNING THE PRODUCT (1947).....		6.00
09-591-1	<i>Phelps</i> , PRODUCT MANAGEMENT: SELECTED READINGS (1970).....	112	3.05p
09-582-3	<i>Phelps and Westing</i> , MARKETING MANAGEMENT, 3d Ed. (1968).....	100	11.95
05-556-2	<i>Phillips</i> , THE ECONOMICS OF REGULATION, Rev. Ed. (1969).....	43	11.50
	Phillips—see Duncan and Phillips		
09-558-6	<i>Phillips and Duncan</i> , MARKETING: PRINCIPLES AND METHODS, 6th Ed. (1968).....	99	11.50
03-972-2	<i>Pickrell</i> , GROUP HEALTH INSURANCE, Rev. Ed. (1961).....	68	6.25
03-975-1	<i>Pierce</i> , DEVELOPMENT OF COMPREHENSIVE INSURANCE FOR THE HOUSEHOLD (1958).....	68	7.25
	Plowman—see Peterson, Plowman, and Trickett		
08-587-1	<i>Poe</i> , THE AMERICAN BUSINESS ENTERPRISE (1969).....	76	9.50
	Pohlen—see Timms and Pohlen		
03-976-1	<i>Pollak</i> , POSITIVE EXPERIENCES IN RETIREMENT (1957).....	69	1.75p
03-977-1	<i>Pollak</i> , THE SOCIAL ASPECTS OF RETIREMENT (1956).....	69	1.50p
31-794-4	<i>Porter</i> , WORKBOOK to accompany Weimer, INTRODUCTION TO BUSINESS, 4th Ed. (1970).....	75	4.95p
08-574-1	<i>Porter and Lawler</i> , MANAGERIAL ATTITUDES AND PERFORMANCE (1968).....	74	7.50p
	Porter—see Arena and Porter		
	Powell—see Moorsteen and Powell		
	Prather—see McNew and Prather		
06-560-4	<i>Prather and Wert</i> , FINANCING BUSINESS FIRMS, 4th Ed. (1971).....	55	11.50
06-559-9	<i>Prather</i> , MONEY AND BANKING, 9th Ed. (1969).....	54	10.00

TEXT CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
08-573-1	<i>Price</i> , ORGANIZATIONAL EFFECTIVENESS: AN INVENTORY OF PROPOSITIONS (1968)	74	4.75p
08-555-2	<i>Prince</i> , INFORMATION SYSTEMS FOR MANAGEMENT PLANNING AND CONTROL, Rev. Ed. (1970)	11	10.95
05-575-1	<i>Pryor</i> , PUBLIC EXPENDITURES IN COMMUNIST AND CAPITALIST NATIONS, (1968)	48	8.50
01-570-5	<i>Pyle and White</i> , FUNDAMENTAL ACCOUNTING PRINCIPLES, 5th Ed. (1969)	3	9.95
	32-570-5—Work Papers 1-15	3	3.25p
	33-570-5—Work Papers 15-29	3	3.25p
	34-570-5—Practice Set I	3	3.25p
	35-570-5—Practice Set II	3	3.25p
	31-570-5—Workbook of Study Guides (by Robinson & Pyle)	3	3.25p
Q			
06-614-1	<i>Quirin</i> , THE CAPITAL EXPENDITURE DECISION (1967)	60	9.95
R			
	Ranis—see Fei and Ranis		
09-621-1	<i>Rathmell</i> , SALESMANSHIP: SELECTED READINGS (1969)	112	3.25p
03-631-2	<i>Redeker and Reid</i> , LIFE INSURANCE SETTLEMENT OPTIONS, Rev. Ed. (1964)	64	7.95
08-626-1	<i>Reed</i> , PLANT LAYOUT (1961)	86	10.95
08-738-1	<i>Reed</i> , PLANT LOCATION, LAYOUT, AND MAINTENANCE (1967)	89	3.75p
	Reid—see Redeker and Reid		
03-979-1	<i>Reinmuth</i> , THE REGULATION OF RECIPROCAL INSURANCE EXCHANGES (1967)	68	6.00
09-613-1	<i>Rewoldt, Scott, and Warshaw</i> , INTRODUCTION TO MARKETING MANAGEMENT (1969)	99	11.50
05-618-3	<i>Reynolds</i> , ECONOMICS: A GENERAL INTRODUCTION, 3d Ed. (1969)	33	10.50
05-636-1	<i>Reynolds and Gregory</i> , WAGES, PRODUCTIVITY AND INDUSTRIALIZATION IN PUERTO RICO (1965)	49	8.50
	Reynolds—see Mamalakis and Reynolds		
	Rhodes—see Doll, Rhodes, and West		
08-635-1	<i>Richards and Greenlaw</i> , MANAGEMENT DECISION MAKING (1966)	78	10.95
	Richman—see Farmer and Richman		
05-620-1	<i>Rima</i> , DEVELOPMENT OF ECONOMIC ANALYSIS (1967)	37	10.50

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
	Robinson—see Farwell, Gane, Jacobs, Jones, and Robinson		
	Rogers—see Skinner and Rogers		
03-624-1	Rokes, HUMAN RELATIONS IN HANDLING INSURANCE CLAIMS (1967) . . .	66	7.50
08-628-5	Roscoe and Freark, ORGANIZATION FOR PRODUCTION: AN INTRODUCTION TO INDUSTRIAL MANAGEMENT, 5th Ed. (1971)	85	10.95
08-627-1	Roscoe, PROJECT ECONOMY (1961)		10.00
03-980-1	Rosenbloom, AUTOMOBILE LIABILITY CLAIMS (1968)	68	5.50
05-633-1	Rowan and Northrup, READINGS IN LABOR ECONOMICS AND LABOR RELATIONS (1968)	47	6.95p
08-637-2	Rubenstein and Haberstroh, SOME THEORIES OF ORGANIZATION, Rev. Ed. (1966)	73	10.50

S

	Saber—see Hanna and Saber		
	Salmon—see Brown, Applebaum, and Salmon		
	Salmon—see McNair, Applebaum, and Salmon		
	Salmonson—see Edwards, Hermanson, and Salmonson		
	Sametz—see Lindsay and Sametz		
09-638-1	Sandage, THE PROMISE OF ADVERTISING (1961)	110	7.95
	Sandage—see Barban and Sandage		
09-685-8	Sandage and Fryburger, ADVERTISING THEORY AND PRACTICE, 8th Ed. (1971)	110	11.95
09-669-1	Sandage and Fryburger (Editors), THE ROLE OF ADVERTISING (1960)	110	8.95
31-405-2	Scaletta, Goodwin, and Dunfee, STUDENT WORKBOOK to accompany BUSINESS LAW, Rev. U.C.C. Ed. (1970)	19	3.25p
01-729-1	Schafer, ELEMENTS OF INCOME TAX—INDIVIDUAL (1971)	15	6.95p
08-716-1	Schellenberger, MANAGERIAL ANALYSIS (1969)	94	11.50
	Schlender—see Jucius and Schlender		
08-723-1	Schmidt and Taylor, SIMULATION AND ANALYSIS OF INDUSTRIAL SYSTEMS (1970)	94	11.50
	Schmidt—see Anderson and Schmidt		
05-720-1	Schoen and Hilgert, CASES IN COLLECTIVE BARGAINING AND INDUSTRIAL RELATIONS (1969)	47, 93	4.95p
01-724-1	Schrader, Malcom, and Willingham, FINANCIAL ACCOUNTING: AN INPUT/OUTPUT APPROACH (1970)	13	8.95
03-982-1	Schultz, LIFE INSURANCE HOUSING PROJECTS (1956)	68	5.00

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
03-986-1	<i>Schwarzchild</i> , RIGHTS OF CREDITORS IN LIFE INSURANCE POLICIES (1963).....	68	7.25
70-639-1	<i>Schwarzschild and Zubay</i> , PRINCIPLES OF LIFE INSURANCE, Volume II (1964).....		6.00p
05-640-2	<i>Scitovsky</i> , WELFARE AND COMPETITION, Rev. Ed. (1971).....	38	11.50
	Scitovsky—see Arrow and Scitovsky		
08-709-1	<i>Scott</i> , ORGANIZATION THEORY: A BEHAVIORAL ANALYSIS FOR MANAGEMENT (1967).....	70	10.50
	Scott—see Cummings and Scott		
	Scott—see Rewoldt, Scott, and Warshaw		
08-706-1	<i>Seiler</i> , SYSTEMS ANALYSIS IN ORGANIZATIONAL BEHAVIOR (1967).....	72	7.00
	Seiler—see Lawrence and Seiler		
08-672-1	<i>Seimer</i> , CASES IN INDUSTRIAL MANAGEMENT (1961).....	86	7.95
	Self—see Patton, Littlefield, and Self		
	Serbein—see Magee and Serbein		
	Sexton—see Clark and Sexton		
06-730-1	<i>Shade</i> , COMMON STOCKS: A PLAN FOR INTELLIGENT INVESTING (1971)..	56	In Press
	Shannon—see Couger and Shannon		
09-707-1	<i>Shapiro and Doody</i> , READINGS IN THE HISTORY OF AMERICAN MARKETING: SETTLEMENT TO CIVIL WAR (1968).....	112	10.00
	Shapiro—see Alderson, Terpstra, and Shapiro		
	Shapiro—see Cox, Alderson, and Shapiro		
01-673-2	<i>Shillinglaw</i> , COST ACCOUNTING: ANALYSIS AND CONTROL, Rev. Ed. (1967).....	14	11.95
	Shillinglaw—see Gordon and Shillinglaw		
08-722-1	<i>Shook and Highland</i> , PROBABILITY MODELS: WITH BUSINESS APPLICATIONS (1969).....	116	11.50
	Shoup—see Musgrave and Shoup		
05-689-3	<i>Siegel</i> , AGGREGATE ECONOMICS AND PUBLIC POLICY, 3d Ed. (1970).....	40	9.50
08-674-2	<i>Siegel</i> , INDUSTRIAL PSYCHOLOGY, Rev. Ed. (1969).....	92	10.95
08-686-2	<i>Simonds and Grimaldi</i> , SAFETY MANAGEMENT, Rev. Ed. (1963).....	88	10.50
01-642-3	<i>Sinclair, Dearden, and Anthony</i> , ACCOUNTING PROBLEMS AND CASES, 3d Ed. (1970).....	5	4.95p
05-690-3	<i>Sirkin</i> , INTRODUCTION TO MACROECONOMIC THEORY, 3d Ed. (1970).....	40	9.50

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
08-703-3	<i>Skinner and Rogers</i> , MANUFACTURING POLICY IN THE PLASTICS INDUSTRY, 3d Ed. (1968)	83	4.95p
08-704-3	<i>Skinner and Rogers</i> , MANUFACTURING POLICY IN THE FURNITURE INDUSTRY, 3d Ed. (1968)	83	4.25p
08-705-3	<i>Skinner and Rogers</i> , MANUFACTURING POLICY IN THE ELECTRONICS INDUSTRY, 3d Ed. (1968)	83	4.95p
08-719-3	<i>Skinner and Rogers</i> , MANUFACTURING POLICY IN THE OIL INDUSTRY, 3d Ed. (1970)	83	5.95p
08-717-3	<i>Skinner and Rogers</i> , MANUFACTURING POLICY IN THE STEEL INDUSTRY 3d Ed. (1970)	83	4.95p
08-718-3	<i>Skinner and Rogers</i> , MANUFACTURING POLICY IN THE TEXTILE INDUSTRY 3d Ed. (1971)	83	In Press
	Skinner—see Kuhlman and Skinner		
	Smith, THE WEALTH OF NATIONS		
05-688-1	—Volume II (1963)		1.50p
01-708-1	<i>Smith</i> , UNDERSTANDING AND USING THE FEDERAL INCOME TAX LAW (1967)	15	3.75p
06-731-1	<i>Smith</i> , ECONOMICS OF FINANCIAL INSTITUTIONS AND MARKETS (1971) .	57	9.00
05-702-1	<i>Smith</i> , MACROECONOMICS (1970)	39	9.95
	Smith—see Davidson, Smith, and Wiley		
08-645-5	<i>Smith, Christensen, and Berg</i> , POLICY FORMULATION AND ADMINISTRATION, 5th Ed. (1968)	79	11.95
08-653-2	<i>Smith and Matthews</i> , BUSINESS, SOCIETY, AND THE INDIVIDUAL, Rev. Ed. (1967)	79	12.50
05-655-2	<i>Smith and Teigen</i> , READINGS IN MONEY, NATIONAL INCOME, AND STABILIZATION POLICY, Rev. Ed. (1970)	36	7.25p
05-646-1	<i>Smithies and Butters</i> , READINGS IN FISCAL POLICY (1955)	50	7.95
05-647-5	<i>Snider</i> , INTRODUCTION TO INTERNATIONAL ECONOMICS, 5th Ed. (1971) .	45	10.95
03-984-1	<i>Snider</i> , LIFE INSURANCE INVESTMENT IN COMMERCIAL REAL ESTATE (1956)	68	5.00
03-988-1	<i>Snider</i> , RISK MANAGEMENT (1964)	68	6.50
05-662-1	<i>Snodgrass</i> , CEYLON: AN EXPORT ECONOMY IN TRANSITION (1966)	49	9.50
08-710-1	<i>Solomons</i> , DIVISIONAL PERFORMANCE: MEASUREMENT AND CONTROL (1968)	10	3.95p
01-713-2	<i>Solomons</i> , STUDIES IN COST ANALYSIS, Rev. Ed. (1968)	10	11.50
05-684-3	<i>Spencer</i> , MANAGERIAL ECONOMICS: TEXT, PROBLEMS, AND SHORT CASES 3d Ed. (1968)	34	10.75

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
03-987-1	<i>Spiegelman</i> , ENSURING MEDICAL CARE FOR THE AGED (1960).....	69	6.75
01-666-2	<i>Spiller</i> , FINANCIAL ACCOUNTING: BASIC CONCEPTS, Rev. Ed. (1971).....	12	In Press
08-649-1	<i>Spiegel and Myers</i> , THE WRITINGS OF THE GILBRETHS (1953).....		9.95
08-695-1	<i>Springer, Herlihy, and Beggs</i> , BASIC MATHEMATICS (1965).....	23	4.50p
08-696-1	<i>Springer, Herlihy, and Beggs</i> , ADVANCED METHODS AND MODELS (1965) .	23	4.50p
08-697-1	<i>Springer, Herlihy, Mall, and Beggs</i> , STATISTICAL INFERENCE (1966).....	24	4.50p
08-698-1	<i>Springer, Herlihy, Mall, and Beggs</i> , PROBABILISTIC MODELS (1968).....	24	4.50p
06-872-1	<i>Sprinkel</i> , MONEY AND MARKETS: A MONETARIST VIEW (1971).....	36	In Press
06-693-1	<i>Sprinkel</i> , MONEY AND STOCK PRICES (1964).....	36	6.00
	Sproat—see Learned and Sproat		
10-659-1	<i>Spurr and Bonini</i> , STATISTICAL ANALYSIS FOR BUSINESS DECISIONS (1967).....	95, 114	11.95
03-694-2	<i>Stalnaker</i> , LIFE INSURANCE AGENCY FINANCIAL MANAGEMENT, Rev. Ed. (1965).....	65	8.00
03-721-1	<i>Stalson</i> , MARKETING LIFE INSURANCE (1969).....	70	9.75
09-675-3	<i>Stanton and Buskirk</i> , MANAGEMENT OF THE SALES FORCE, 3d Ed. (1969).	107	10.50
01-728-1	<i>Staubus</i> , ACTIVITY COSTING AND INPUT-OUTPUT ACCOUNTING (1971) ..	6	3.75p
	Stegall—see Steinmetz, Kline and Stegall		
08-667-1	<i>Steinmetz, Kline, and Stegall</i> , MANAGING THE SMALL BUSINESS (1968)...	81	10.95
05-678-3	<i>Stelzer</i> , SELECTED ANTITRUST CASES, 3d Ed. (1966).....	43	5.50p
05-712-1	<i>Stigler</i> , THE ORGANIZATION OF INDUSTRY (1968).....	35	9.50
05-652-1	<i>Stigler and Boulding</i> , READINGS IN PRICE THEORY (1952).....	50	7.95
	Stitzel—see Widicus and Stitzel		
	Stocking—see Heflebower and Stocking		
08-727-1	<i>Stockton</i> , INTRODUCTION TO LINEAR PROGRAMMING (1971).....	93	3.95p
	Stone—see Hoagland and Stone		
08-691-2	<i>Summer and O'Connell</i> , THE MANAGERIAL MIND: SCIENCE AND THEORY IN POLICY DECISIONS, Rev. Ed. (1968).....	78	12.50
	Surrey—see Black, Keir, and Surrey		
	Swearingen—see Hargrove, Harrison, and Swearingen		
T			
07-756-4	<i>Taff</i> , COMMERCIAL MOTOR TRANSPORTATION, 4th Ed. (1969).....	117	10.50
07-758-4	<i>Taff</i> , MANAGEMENT OF TRAFFIC AND PHYSICAL DISTRIBUTION, 4th Ed. (1968).....	118	10.75

TEXT CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
	Talarzyk—see Engel, Talarzyk, and Larson		
	Taylor—see Schmidt and Taylor		
	Teichroew—see Howell and Teichroew		
	Teigen—see Smith and Teigen		
	Terpstra—see Alderson, Terpstra, and Shapiro		
08-743-6	<i>Terry</i> , OFFICE MANAGEMENT AND CONTROL, 6th Ed. (1970).....	77	10.50
08-751-5	<i>Terry</i> , PRINCIPLES OF MANAGEMENT, 5th Ed. (1968).....	75	11.50
	Terry—see Jucius and Terry		
08-759-1	<i>Thayer</i> , COMMUNICATION AND COMMUNICATION SYSTEMS: IN ORGANIZATION, MANAGEMENT, AND INTERPERSONAL RELATIONS (1968).....	16	9.95
08-746-2	<i>Theodore</i> , APPLIED MATHEMATICS: AN INTRODUCTION, Rev. Ed. (1971) ..	22	In Press
	Thompson—see Keithley and Thompson		
09-754-1	<i>Tillman and Kirkpatrick</i> , PROMOTION: PERSUASIVE COMMUNICATION IN MARKETING (1968).....	108	9.75
08-734-1	<i>Timms</i> , INTRODUCTION TO OPERATIONS MANAGEMENT (1967).....	89	3.75p
08-744-3	<i>Timms and Pohlen</i> , THE PRODUCTION FUNCTION IN BUSINESS, 3d Ed. (1970).....	84	11.50
	Trickett—see Peterson, Plowman, and Trickett		
09-760-1	<i>Tritt and Harris</i> , SALES MANAGEMENT ORGANIZATION GAME (1967).....	108	3.95p
	Trowbridge—see Griffin and Trowbridge		
	Trueblood—see Churchill, Miller, and Trueblood		
	Tucker—see Hosmer, Tucker, and Cooper		
05-876-1	<i>Tugan-Baranovsky</i> , THE RUSSIAN FACTORY IN THE 19th CENTURY (1970)	51	8.75

V

	Valtz—see Learned, Aguilar, and Valtz		
	Vancil—see Anthony, Dearden, and Vancil		
	Vancil—see Harlan, Christenson, and Vancil		
	Vancil—see Vandell and Vancil		
06-772-1	<i>Vandell and Vancil</i> , CASES IN CAPITAL BUDGETING (1962).....	59	10.95
06-765-1	<i>Van Horne</i> , FOUNDATIONS FOR FINANCIAL MANAGEMENT (1966).....	58	9.50
03-762-1	<i>Van House and Hammond</i> , ACCOUNTING FOR LIFE INSURANCE COMPANIES (1969).....	66	10.00
01-883-1	<i>Vatter</i> , ACCOUNTING MEASUREMENTS FOR FINANCIAL REPORTS (1971) ..	10	In Press

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
	von Peterffy—see Cook and von Peterffy		
08-767-3	Voris, PRODUCTION CONTROL, 3d Ed. (1966)	85	10.95
	W		
15-796-1	Wagner and Deuel, WORKBOOK IN BUSINESS MATHEMATICS (1966)	21	4.50p
	Wales—see Engel, Wales, and Warshaw		
	Walker—see Baughn and Walker		
09-879-1	Walters and Paul, CONSUMER BEHAVIOR: AN INTEGRATED FRAMEWORK (1970)	102	11.50
	Walton—see Eells and Walton		
	Warshaw—see Engel, Wales, and Warshaw		
	Warshaw—see Rewoldt, Scott, and Warshaw		
	Wasley—see Elliott and Wasley		
08-799-1	Webber, CULTURE AND MANAGEMENT (1969)	81	11.50
03-992-1	Weese, NON-ADMITTED INSURANCE IN THE UNITED STATES (1971)	68	In Press
	Weiler—see Grampp and Weiler		
08-794-4	Weimer, INTRODUCTION TO BUSINESS: A MANAGEMENT APPROACH, 4th Ed. (1970)	75	10.50
01-789-2	Welsch, Zlatkovich and White, INTERMEDIATE ACCOUNTING, Rev. Ed. (1968)	6	12.50
	Welsch—see Griffin, Williams, and Welsch		
	Wert—see Prather and Wert		
	West—see Doll, Rhodes, and West		
09-787-1	Westfall and Boyd, CASES IN MARKETING MANAGEMENT (1961)	102	9.95
	Westfall—see Boyd and Westfall		
	Westfall—see Clewett, Westfall, and Boyd		
	Westing—see Phelps and Westing		
09-782-1	Wheatley, MEASURING ADVERTISING EFFECTIVENESS: SELECTED READINGS (1969)	112	3.50p
	Whitaker—see Chisholm and Whitaker		
	Whitaker—see Colberg, Forbush, and Whitaker		
	White—see Pyle and White		
	White—see Welsch, Zlatkovich, and White		
08-781-1	Whyte, MAN AND ORGANIZATION (1959)		6.95
08-770-1	Whyte, ORGANIZATIONAL BEHAVIOR: THEORY AND APPLICATIONS (1969)	73	11.50

CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
	Wickersham—see Beal and Wickersham		
06-732-1	<i>Widicus and Stitzel</i> , PERSONAL INVESTING (1971)	56	9.50
05-785-4	<i>Wilcox</i> , PUBLIC POLICIES TOWARD BUSINESS, 4th Ed. (1971)	42	12.50
05-791-1	<i>Wilcox</i> , TOWARD SOCIAL WELFARE (1969)	42	8.00
	Wilemon—see Moller and Wilemon		
	Wiley—see Davidson, Smith and Wiley		
	Wilkinson—see Emerick and Wilkinson		
01-761-1	<i>Wilkinson</i> , ACCOUNTING FOR THE COMPUTER: A PRACTICE CASE (1969) .	28	3.75p
	Wilkinson—see Menning and Wilkinson		
03-994-1	<i>Willett</i> , THE ECONOMIC THEORY OF RISK AND INSURANCE (1951)	69	4.00
	Williams—see Griffin, Williams, and Larson		
01-768-1	<i>Williams, Deskins, and Fuhrmann</i> , INFORMATION PROCESSING SIMULATION MODEL (1968)	28	2.75p
	Williams—see Griffin, Williams, and Welsch		
	Williams—see Hunt, Williams, and Donaldson		
01-775-1	<i>Williams and Griffin</i> , MANAGEMENT INFORMATION: A QUANTITATIVE ACCENT (1967)	6	10.95
	Willingham—see Schrader, Malcom, and Willingham		
01-793-1	<i>Wohl</i> , THE USE OF GENERALIZED "PACKAGED" COMPUTER PROGRAMS (1967)	28	4.95p
01-792-2	<i>Wohl and D'Angelico</i> , CASE STUDIES OF BUSINESS DATA PROCESSING SYSTEMS, Rev. Ed. (1970)	27	4.50p
01-778-1	<i>Wohl and Jauch</i> , THE COMPUTER—AN ACCOUNTING TOOL (1965)	28	4.50p
	Wolek—see Orth, Bailey, and Wolek		
	Wright—see Pederson and Wright		
	Wrone—see Jesswein and Wrone		

Y

Yanouzas—see Carzo and Yanouzas

Z

09-783-2	<i>Zacher</i> , ADVERTISING TECHNIQUES AND MANAGEMENT, Rev. Ed. (1967) .	111	11.50
	Zinbarg—see Cohen and Zinbarg		
	Zlatkovich—see Welsch, Zlatkovich, and White		
	Zubay—see Schwarzschild and Zubay		

p—paperbound

NOTES

EXAMINATION COPIES

It is our policy to provide complimentary examination copies of our texts when they can be validly considered for class adoption in specific courses. Please write on departmental stationery indicating course title, enrollment, and text presently used for each book you request.

PURCHASES

Irwin books that cannot be considered for class adoption may be purchased for personal use at our regular text price less 20 percent educational discount. If check or money order accompanies purchase order, we will pay postage for shipment.

BOOKSTORE RETURNS

College bookstores may return unsold and unmarked books within the limits of our standard returns policy; that is, 20 percent of total dollar volume for each returns year (June 1 to June 1). Summer school orders (which must be identified as such) are exempt from these limitations. Old editions may be exchanged for new editions if invoiced within the previous 12 months. Their return will not be charged against the 20% return allowance if the request is accompanied by a bona fide class adoption order for the new edition of at least an equal number of copies.

Books may be returned for credit only with written permission. Requests should be submitted to the company at 1818 Ridge Road, Homewood, Ill. 60430; shipping instructions will be given in our reply. Canadian bookstores should address their requests to Irwin-Dorsey Limited, Georgetown, Ontario.

COLLEGE LIBRARIES

College libraries may order books on 10-day approval. The library discount on all books purchased is 15 percent, postpaid.

FOREIGN ORDERS

Irwin is represented in Europe by Lyon, Grant & Green Ltd., 20-24 Uxbridge Street, Kensington, London W8 7TA. For continental Europe or the United Kingdom, orders should be directed to:

EUROPEAN BOOK SERVICE
P.O. BOX 124
WEESP, HOLLAND

Elsewhere abroad, please order from:

HENRY M. SNYDER & COMPANY
440 PARK AVENUE SOUTH
NEW YORK, N.Y. 10016



CODE	AUTHOR AND TITLE	PAGE	TEXT PRICE
06-202-1	<i>Gies and Apilado</i> , BANKING MARKETS AND FINANCIAL INSTITUTIONS (1971).....	54	6.50p
08-200-1	<i>Giffin</i> , INTRODUCTION TO OPERATIONS ENGINEERING (1971).....	95	13.95
05-212-3	<i>Gitlow</i> , LABOR AND MANPOWER ECONOMICS, 3rd Ed. (1971)	48	In Press
	Gitlow—see Anderson, Gitlow, and Diamond		
	Glasser—see Kurnow, Glasser, and Ottman		
08-210-4	<i>Glover and Hower</i> , THE ADMINISTRATOR, 4th Ed. (1963).....	90	11.95
14-307-1	<i>Gonzalez and McMillan</i> , MACHINE COMPUTATION: AN ALGORITHMIC APPROACH (1971).....	25	In Press
	Gonzalez—see McMillan and Gonzalez		
31-342-3	<i>Goodell</i> , Workbook to Accompany Jucius and Terry's INTRODUCTION TO BUSINESS, 3rd Ed. (1966).....	76	4.75p
	Goodwin—see Scaletta, Goodwin, and Dunfee		
05-194-1	<i>Gordon</i> , THE INVESTMENT, FINANCING, AND VALUATION OF THE CORPORATION (1962)	35	9.95
05-215-1	<i>Gordon and Klein</i> , READINGS IN BUSINESS CYCLES (1965)	50	9.00
01-220-4	<i>Gordon and Shillinglaw</i> , ACCOUNTING: A MANAGEMENT APPROACH, 4th Ed. (1969)	6	11.95
03-912-1	<i>Goshay</i> , CORPORATE SELF-INSURANCE AND RISK RETENTION PLANS (1964).....	67	6.50
03-199-1	<i>Goshay</i> , INFORMATION TECHNOLOGY IN THE INSURANCE INDUSTRY (1964).....	65	8.00
08-736-1	<i>Goslin</i> , THE PRODUCT-PLANNING SYSTEM (1967).....	89	3.75p
05-207-3	<i>Grampp and Weiler</i> , ECONOMIC POLICY, 3rd Ed. (1961).....		8.50
	Gray—see Peterson and Gray		
	Green—see Alderson and Green		
08-739-1	<i>Greene</i> , OPERATIONS PLANNING AND CONTROL (1967).....	89	3.75p
08-219-1	<i>Greene</i> , PRODUCTION CONTROL: SYSTEMS AND DECISIONS (1965).....	86	11.95
31-219-1	<i>Greene</i> , Workbook for PRODUCTION CONTROL: SYSTEMS AND DECISIONS (1967).....	86	4.95p
	Greenlaw—see Richards and Greenlaw		
03-909-3	<i>Gregg</i> , GROUP LIFE INSURANCE, 3rd Ed. (1962).....	67	7.75
03-209-2	<i>Gregg</i> , LIFE AND HEALTH INSURANCE HANDBOOK, 2d Ed. (1964)	63	12.00
	Gregg—see Long and Gregg		
	Gregory—see Reynolds and Gregory		



INTRODUCING

IRWIN

Programmed Learning AID

SERIES™

FOR STUDENT
SELF-REVIEW IN BUSINESS,
THE SOCIAL SCIENCES, AND
OTHER BASIC COURSE AREAS

NEW
ORIGINAL
UNIQUE
EFFECTIVE

SPECIAL FEATURES

Each *Plaid* paperback includes these special features:

- *Topical key* to the overall content of leading texts in each subject area.
- *Short, clearly written* chapters with programming questions and answers.
- *Index* or a combination glossary-index.
- *Glossary of terms* in each introductory *Plaid* and in most others.
- *Examinations and answers* so students can test their understanding.

This *new* and completely *unique* series of *original Programmed Learning Aids* (the *Plaid Series*) is designed to meet the needs of college and university students who want a quick, easy, and *effective* means of reviewing essential subject matter in the areas of business, the social sciences, and other core subject areas. Each volume in the *Plaid Series* has been written by an outstanding authority in the field and is designed to supplement most popular texts in its subject area.

Plaids may be assigned as required supplementary reading or as recommended learning aids to be purchased by students through campus bookstores. Write for examination copies of *Plaids* in those subjects that you teach for which *Plaids* are available. Encourage your bookstore to order and stock *Plaids* for student purchase. All *Plaids* are *reasonably priced* to fit within the book budget of the average student.

PLAIDS AVAILABLE NOW

ELEMENTARY ACCOUNTING (in two volumes)

By William W. Pyle, Arizona State University

These volumes meet the need for a concise and specially designed source of review materials covering the fundamental principles of accounting. Each chapter includes direct and brief explanations of basic concepts and procedures, along with short and to-the-point illustrations. *May, 1970. Vol. I—132 pages; Vol. II—118 pages. \$2.95 each*

PRINCIPLES OF MANAGEMENT

By George R. Terry, Ball State University

The PLAID for Principles of Management can serve as a supplemental study aid for students enrolled in a principles of management course and as a refresher or preview for those entering a master's degree program in business administration. It is also suited for participants in executive development programs, and individuals in business, government, or any other type of managerial work. *February, 1970. 188 pages. \$2.95*

RETAILING: Modern Concepts and Practices

By Delbert J. Duncan, University of California, Emeritus

A concise summary of the principles and methods of modern retailing is provided in this PLAID. It furnishes a quick yet comprehensive review of current developments in retailing for college and university students, for persons in executive training programs, and for any others seeking to improve their knowledge of retailing fundamentals. *March, 1970. 195 pages. \$3.25*

INTRODUCTION TO BUSINESS

By Walter W. Perlick, Pennsylvania State University

Designed to assist students in developing an understanding of the fundamentals of contemporary American business enterprise, this PLAID is especially useful as a supplement to the text for students enrolled in an introduction to business course. As do all of the PLAIDS, it includes examinations with answers provided. *August, 1970. 137 pages. \$2.95*

MANAGEMENT ACCOUNTING

By Robert N. Anthony, Harvard Business School

The material in this PLAID is designed as a review supplement to the text in managerial accounting courses. It is also useful for MBA and management development programs as well as for self study by business executives. *November, 1970. 155 pages. \$2.95*

INTERMEDIATE ACCOUNTING (in two volumes)

By Glenn A. Welsch, University of Texas

Designed to supplement any standard text in this field, the PLAID for Intermediate Accounting presents the essential subject matter in a concise, simple, and effective manner. The examinations (with answers) are a particularly strong feature of this PLAID. It can serve as either a preview or a review for students enrolled in intermediate accounting. It should also prove helpful to those preparing to sit for the CPA examination. *June, 1970. Vol. I—169 pages; Vol. II—109 pages. \$2.95 each*

BUSINESS AND ECONOMIC STATISTICS

By Robert D. Mason, University of Toledo

This Programmed Learning Aid provides a means of self-review of the techniques studied in most introductory courses in statistics. While many of the illustrations are business oriented, the statistical methods are equally applicable in other areas such as the social sciences, education, and engineering. *February, 1970. 175 pages. \$2.95*

BASIC ALGEBRA

By E. Wainwright Martin, Jr., Indiana University

This PLAID provides the student with an effective, efficient, and interesting means of preparing for almost any course that requires an understanding of, and the ability to use, basic algebra. Ideal for use in college level mathematics and statistics courses. *April, 1970. 139 pages. \$2.95*

INTRODUCTION TO DATA PROCESSING

By C. Orville Elliott, Western Illinois University

The techniques and ideas presented in most introductory courses in business data processing are reviewed in this volume. Can be used as a review supplement with any data processing text. Given topics may be easily located and studied in any sequence. *September, 1970. 152 pages. \$2.95*

BUSINESS LAW

By A. James Barnes, Indiana University

This PLAID presents a concise summary of the major legal principles affecting businessmen and business transactions and could be used as a supplement to the text in business law courses. It furnishes a quick, yet comprehensive, review of this vital and wide-ranging area of the law. All important topics in business law are covered. This PLAID would also be helpful for those preparing to sit for the CPA examination. *November, 1970. 157 pages. \$2.95*

ORIENTATION TO THE TWO-YEAR COLLEGE

By Richard D. Hostrop, Ed.D.

A hardback basic text in programmed learning format, this volume provides a modern approach for two-year college freshmen orientation classes. It can also be used effectively in such courses as applied psychology, learning and adjustment to college, mental hygiene, psychology of personal and social adjustment, vocational-educational planning, and general psychology. Each chapter includes a series of learning tasks to be achieved by the student. *May, 1970. 217 pages. \$3.95*

FORTHCOMING, 1971



The Social Sciences

INTRODUCTORY SOCIOLOGY

By Paul B. Horton, Western Michigan University, and Robert L. Horton, Kalamazoo Valley Community College

This Programmed Learning Aid gives a concise summary of the basic principles and concepts which are common to most textbooks and courses in Introductory Sociology. It is suitable as a daily study aid, as a self-review for final examination, as a refresher for those who have not recently taken the course, or as a self-study course for those unacquainted with sociology. *Spring, 1971. About 180 pages. About \$2.95*

DEVELOPMENTAL PSYCHOLOGY

By Hiram E. Fitzgerald and Ellen Strommen, both of Michigan State University

Designed to supplement any child development text, this PLAID provides a concise yet comprehensive review of psychological development from conception through adolescence. It should be especially helpful to those students taking their first course in child development. Examination questions and answers together with the programmed format facilitate self testing for mastery of the material. *Fall, 1971. About 175 pages. About \$2.95*

U.S. HISTORY (in two volumes)

By James P. Shenton, Columbia University

Designed for use in survey courses in American history, this PLAID will be published in two separate volumes. Volume I covers U.S. history from the Colonial period to 1877, while Volume II covers the period from 1865 to the present. *Fall, 1971. About 150 pages per vol. About \$2.95 ea.*

In preparation

PLAID for Western Civilization, Early
PLAID for Western Civilization, Modern
PLAID for Introduction to Psychology

HANDBOOK FOR ACHIEVING ACADEMIC SUCCESS

By Richard W. Hostrop, Ed.D.

This volume is designed to aid students to stay in school, to be more successful while in school, and to be more successful after leaving school. It is ideally suited for use in orientation classes, developmental classes, study skill classes, career planning classes, and personal adjustment classes. *January, 1971. 138 pages. \$2.95*

Business and Economics

FORTTRAN: A BEGINNER'S APPROACH

By J. Daniel Couger, University of Colorado, and Loren E. Shannon, Computer Information and Business Applications Research, Inc.

A student may acquire a computer programming proficiency in the FORTRAN language through use of this PLAID. The book is designed as a self-study supplement to any one of the standard textbooks on the subject of FORTRAN. *Spring, 1971. About 175 pages. About \$2.95*

PRINCIPLES OF ECONOMICS (in two volumes)

By Lloyd G. Reynolds, Yale University

Written by one of the nation's most distinguished economists, this PLAID covers all of the essential principles of economics usually treated in beginning courses. Can be used to supplement any of the leading basic texts in the field. *Spring, 1971. About 150 pages per vol. About \$2.95 ea.*

COLLEGE MATHEMATICS: With Applications in Business and Economics

By Robert D. Mason, University of Toledo

This PLAID is designed to be used as a supplement to most basic college texts in mathematics. Although many of the examples are from the field of business, the mathematical language and notation are common to such areas as the social and behavioral sciences, engineering, and education. It can also be used effectively as a review guide by students entering a graduate studies program. Over 1500 questions and problems (with answers) are included. *Spring, 1971. About 180 pages. About \$2.95*

PRINCIPLES OF MARKETING

By William T. Ryan, Florida Atlantic University

Marketing Principles can serve as an integrative aid to most marketing courses, as a preview or refresher for graduate students, and as a basic marketing guide for executive development seminars and individual businessmen. In addition to presenting traditional marketing principles, this PLAID places them in the marketing management and systems framework. *Summer, 1971. About 160 pages. About \$2.95.*

PERSONNEL MANAGEMENT

By George S. Odiorne, University of Utah

A new look at the personnel administration job, and the academic study of personnel management is presented in this PLAID. It starts with the application of Management by Objectives to all facets of personnel management. It is relevant to college level personnel and human resources courses, and for the practicing personnel manager. *Summer, 1971. About 180 pages. About \$2.95*

In preparation

PLAID for Salesmanship
PLAID for Business Finance
PLAID for Production Management
PLAID for Cost Accounting

All Plaids are professionally programmed by experts to keep students actively involved in the learning process, increase comprehension, and test understanding. **For examination copies, please write on departmental stationery and indicate course title, text, and supplements presently used so that we may serve you more effectively.**

PLAID Learning Programmed IRWIN SERIES

LEARNING SYSTEMS COMPANY
1818 Ridge Road
Homewood, Illinois 60430



**WILLIAM D. CRAWFORD,
President**

President of Learning Systems Company is William D. Crawford, formerly Senior Vice President of Richard D. Irwin, Inc. in charge of manuscript development and procurement. A graduate of Baldwin-Wallace College, Mr. Crawford brings to Learning Systems Company 20 years of publishing experience, including 11 years as director of the Irwin manuscript program.



**ROGER H. HERMANSON,
Coordinating Editor**

Roger H. Hermanson is Professor of Accounting, College of Business and Public Administration, University of Maryland. He received his Ph.D. degree from Michigan State University and has served as a programmed learning consultant to several organizations. He is active in leading professional associations and is co-author of *Accounting: A Programmed Text*, published by Richard D. Irwin, Inc.

LEARNING SYSTEMS COMPANY

*Learning Systems Company was established in September 1969 as a division of Richard D. Irwin, Inc. to publish, initially, a series of paperback **Programmed Learning Aids**, known as the PLAID Series. These volumes are designed for student self review and are also appropriate for assignment as required or supplementary classroom texts. Learning Systems Company will interpret and anticipate current and future trends in learning technology and, it is expected, will develop many future products yet to be conceived.*

While the Company's initial emphasis is on business administration, it is already expanding into other major areas of the college curriculum such as mathematics and the social sciences. The firm expects its products to reach, eventually, the general business and professional trade areas, including governmental training programs, as well as colleges and universities.



LEARNING SYSTEMS COMPANY
1818 Ridge Road
Homewood, Illinois 60430